

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 7

HART TO HART



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AMP in Miami

More on tin-syn saga:
Hollywood's juggernaut rolls

Latest HLDI Report on Highway Safety:

6th YEAR
IN A ROW

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GM TWINS AGAIN

HIGHWAY LOSS DATA INSTITUTE PUTS SEVEN GM CARS IN TOP TEN.

1980-1982 passenger cars with "Substantially Better than Average" overall injury claim experience.

Make	Body	Relative Frequency
✓1. Oldsmobile Custom Cruiser	S.W.	56
✓2. Oldsmobile Ninety-Eight	4 Dr.	61
✓3. Oldsmobile Toronado	Spec.	62
✓4. Buick LeSabre	4 Dr.	63
✓5. Cadillac DeVille	4 Dr.	63
6. Ford LTD	S.W.	63
✓7. Oldsmobile Delta 88	4 Dr.	64
✓8. Oldsmobile Cutlass	S.W.	66
9. Volvo 245	S.W.	66
10. Mercury Marquis	4 Dr.	68

Source: Highway Loss Data Institute. Body Styles: S.W.=Station Wagon; Spec.=Specialty.

All results are stated in relative frequency of injury claims. A relative injury claim frequency of 100 is average. Relative frequencies of less than 70 are defined by HLDI as "Substantially Better than Average."

The Highway Loss Data Institute (HLDI) is a non-profit public service organization associated with the Insurance Institute for Highway Safety. As it has done for several years, HLDI has summarized and published its findings on the frequency of automotive insurance claims.

This report is based on insurance industry data equivalent to 5,022,149 cars being driven for one year.

This year, HLDI finds that of the ten models with overall injury claim experience defined as "Substantially Better than Average," seven are General Motors cars.

We are pleased that GM cars are rated best.

But we are not surprised. In fact, GM cars

have dominated these lists ever since HLDI has been summarizing them. Six years in a row.

We believe this continued excellence reflects not only our cars—their quality, size, weight, and design—but also how and where they are driven.

The results show that our cars and our customers go well together. We trust it will continue that way. We're doing our part to see that it does.

We believe in taking the extra time, giving the extra effort, and paying attention to every detail. That's what it takes to provide the quality that leads more people to buy GM cars and trucks than any other kind. And that's why GM owners are the most loyal on the road.

That's the GM commitment to excellence.



Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac • GMC Truck

Let's get it together. Buckle up.

Broadcasting Nov 7

Reagan trumps all aces on financial interest □ AMIP marketplace opens in Miami Beach □ USCI set to make DBS a reality in Indianapolis □

REAGAN HAND □ President steps into fin-syn fray, sending letter to Senator Wilson in support of two-year moratorium on changes in existing rules. **PAGE 31.**

GRENADA GRILLING □ ABC's Brinkley, NBC's Chancellor and CBS's Joyce testify about the restraints the Reagan administration placed on journalists attempting to cover the invasion in Grenada. **PAGE 36.**

LONELY STAND □ Cable industry is alone in supporting House cable deregulation bill, which mirrors S. 66. **PAGE 37.**

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PBS ELECTION COVERAGE □ Annual PBS program conferees hear suggestion to provide coverage of 1984 presidential election. **PAGE 38.**

AMIP BIRTH □ First international programming conference opens in Miami for foreign sellers and American buyers. **PAGE 40.**

ON THE FLOOR □ A review of the programming offered by top companies at AMIP and a complete exhibitor listing appear on **PAGES 41-56.**

EQUAL TIME □ Carol Randles proved there is more to her than meets the eye in her brief tenure as NAB's chief lobbyist. **PAGE 59.**

STATIC □ Discussions between U.S. and Cuban representatives over AM radio interference have broken off. **PAGE 60.**

CRAFT BLOW □ Judge Stevens overturns Christine Craft verdict and throws out \$500,000 judgment. **PAGE 62.**

PRIME TIME NEWS □ RKO's WOR-TV Secaucus, N.J., inaugurates 8 p.m. news program this week. **PAGE 63.**

TVB ADVANCE □ Television Bureau of Advertising readies for its 29th annual convention. **PAGE 64.**

TOUGH TIMES □ STV and MDS joint convention hears sobering news about their services' struggle to keep foothold in marketplace. **PAGE 68.**

ATLANTIC CABLE □ Convention speakers tell cable operators to lobby Congress for passage of cable deregulation bill. **PAGE 71.** Number of newspaper-cable ventures has decreased over past year. **PAGE 72.** Pfister advises cable operators that videotex can be moneymaker. **PAGE 72.** Convention hears primer on franchise renewal. **PAGE 72.**

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FLORIDA VIEWTRON □ Knight-Ridder begins consumer videotex service in Coral Gables, Fla. **PAGE 80.**

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Years ago curious Kentucky students had to spend 2 days on a train to visit their Congressman.



A lonely whistle echoed across the land.
And the first U.S. passenger train – on the Baltimore
& Ohio – chugged slowly toward the horizon.

It was July 4, 1828, and before long, puffing
locomotives were criss-crossing the country, moving
people and goods faster than they'd ever been moved
before. Cars full of freight. Cars full of passengers. Even
cars full of graduating high school students, on their
way to the nation's capital for their Senior Class Trip. To
see their Congressman, face to face.

But important as trains were to America, they took
a lot of time by today's standards. That Senior Class Trip,
for instance, would have taken the better part of two
full days for students from Covington, Kentucky.

Today, television communicates instantly. Using tech-
nology and facilities that are continually being improved.

Example: a two-way audio teleconference arranged
through the community programming activities of a
Storer cable television system, the CloseUp Foundati
and the Kenton/Boone Counties CATV Board. During
the broadcast, via C-Span, a group of high school studen
from Covington, Kentucky, saw and talked to key gove
ment officials in Washington, D.C. Without leaving
their classroom.

And another Storer cable system is planning
an even more complex two-way video conference
between a group of students and their representative
in Congress.

Moving with the technology of the times is anot
way communications companies like Storer can do
jobs more efficiently every day.

A lot faster than two days on the train.



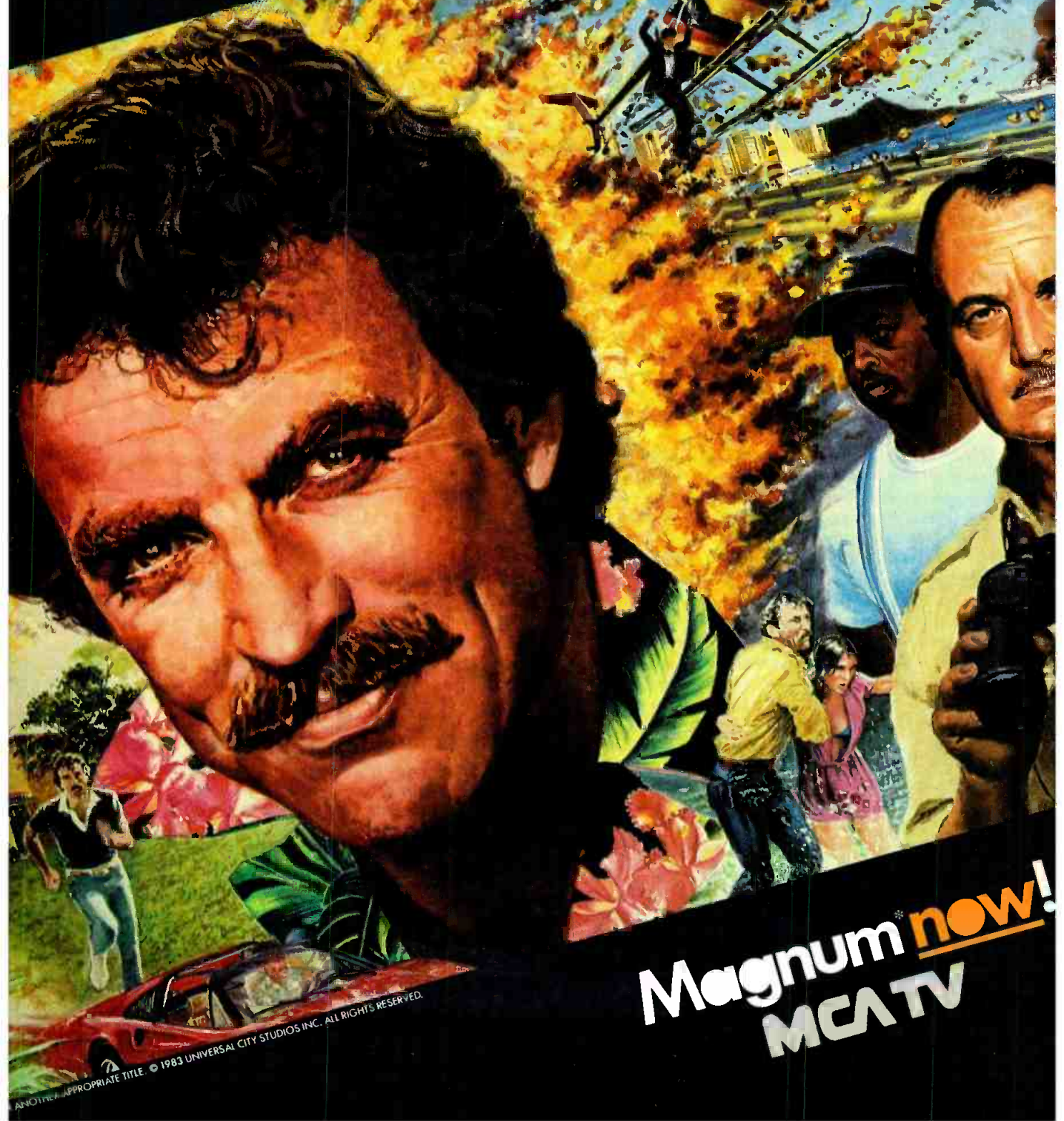
**Today, two-way television lets them
talk face to face. Instantly.**



STORER
COMMUNICATIONS

**Moving with the technology
of the times.**

Magnumtism.
The power to make things happen



Magnum **now!**
MCATV

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id pro quo

ry around Washington is that reason it asking Dennis R. Patrick so long to get ifirmation hearing to be FCC nmissioner is that Senator Barry ldwater (R-Ariz.), chairman of Senate mcommunications Subcommittee, has been nanding something from White House nts White House to speed up clearance ccess for one of his friends who is up for bassadorial slot. Spokeswoman for ldwater said she didn't know whether t was true. Spokesman for Senate mmerce Committee said no hearing had n set for Patrick as of late Friday ov. 4). Spokesman also said committee s "hoping" to schedule hearing before ngress recesses Nov. 18.

ought that counts

footnote to White House-press ntroversy over press coverage of U.S. 'asion of Grenada, there is word out of ite House on effort that was made to nge policy and permit unrestricted ccess by press. With criticism of White use and Pentagon mounting, Chief of ff James Baker III; David Gergen, ite House director of communications; w National Security Chief Robert C. :Farlane, and Robert Sims, NSC press kesman, urged President Reagan to call Pentagon to lift restrictions it had posed. On Sunday morning (Oct. 30), agan telephoned Secretary of Defense spar Weinberger on issue, but by that ie, Defense officials were already viving to open military operation to restricted coverage.

rate solution

lk Communications will introduce new ble addressable baseband converter at estern Cable Show in Anaheim, Calif. ec. 13-15), that company hopes will come new standard for industry. New nverter, Sigma One, will feature gitized audio encryption, said to be first cable box, although technology has en used previously for STV and satellite ryption applications. Sigma converter ll not digitally encode video portion of nal, said Oak executive, because costs uld increase price to over \$200. Sigma ie will have price tag of less than \$150. id Oak theorizes that with digitally rrypted audio, pirate box nufacturers and home tamperers can be t out of business because consumers n't pay for devices that don't deliver

both audio and video signals. Future models of Sigma One converter will be expanded to two-way addressable capability for videotex and pay-per-view applications, Oak executive said.

Second look

Mutual Broadcasting is expected to cancel weekly *Rock U.S.A.* program, joint effort with Doubleday Broadcasting, due to apparent poor clearance of major markets and inability to support show on Doubleday's owned properties. *Rock U.S.A.*, launched last spring, was airing in approximately 120 markets. Cancellation is expected to take effect early next year. Mutual is also said to be reviewing advertiser support for National Symphony Orchestra broadcasts, with decision on carriage of second 13-week season expected to be made this week. Network, which has eliminated five positions in past weeks, is said to be under heavy fiscal restraint by its parent Amway Corp. Amway is keeping careful eye on Mutual's bottom line, sources say.

Selection process

National Association of Broadcasters continues search for new senior vice president of government relations. NAB's President Eddie Fritts and John Summers, executive vice president and general manager, have conducted roughly dozen interviews. Among those interviewed: Walda Roseman, former Corporation for Public Broadcasting executive vice president, and James Hinich, legislative counsel, Senate Republican Policy Committee. Fritts and Summers are reportedly pleased with quality of candidates but no frontrunners have emerged.

Touchy subject

Fears of antitrust implications, which struck down National Association of Broadcasters' commercial code, apparently are blocking any organized attempt to ascertain station policies on touchy issues: split 30-second commercials, for instance. Television Bureau of Advertising's lawyers reportedly have advised TVB, for that reason, not to do split-30 survey, although in past TVB has surveyed stations on other issues, such as acceptance of advocacy advertising.

At one point there was talk that American Association of Advertising Agencies might ask TVB to do survey, and

that one might be permissible in that case. But AAAA, already formally on record against split 30's, apparently has lost interest in asking.

Peacemaker

Vincent T. Wasilewski, president of National Association of Broadcasters for 17 years before he resigned year ago and joined Washington law firm, has been retained by Broadcast Music Inc. as go-between in effort to settle differences between broadcaster-owned BMI and broadcasters represented by All-Industry TV Stations Music License Committee, which is suing BMI (and ASCAP). He was actually retained after all-industry group won U.S. district court decision in August 1982 holding that BMI (and ASCAP) blanket licenses for TV stations are illegal under antitrust laws. Whatever outcome of current appeals, loser is expected to appeal again, and Wasilewski's job is now said to be to continue "shuttle diplomacy" in search of compromise, or at least to keep members of BMI and all-industry groups talking and to avoid sustained animosity or open hostility.

Bardot bio

Documentary on life of actress Brigitte Bardot is among original projects that could be in works soon at HBO Enterprises. HBO and French network, Antenne 2, are currently negotiating with now-reclusive superstar for right to co-produce program, which would be American version of three-hour documentary that scored big success last December on French TV.

Western wrap

For first time in recent memory, attendance at next month's Western Cable Show in Anaheim, Calif., is not expected to show appreciable growth. Organizers of event, California Cable Television Association, report that paid registration is flat compared to last year's level, which drew about 10,500 delegates. By comparison, attendance in 1982 increased 500 over 1981, while 1981 was 3,000 more than 1980. Exhibitors are holding constant at about 250, with last-minute entries expected to push total to 260-270—again same as last year. But square footage on exhibit floor has inched up 5%-10%, CCTA official said, principally because of "internal growth" generated by small exhibitors taking out larger booths this year.

Cablecastings

\$20.5-million deal

Field Enterprises Inc. has agreed to sell its Southern California cable systems to American Cable TV Investors 2 for \$20.5 million (or more than \$1,100 per basic subscriber). The systems serve 18,000 basic and 16,400 pay subscribers (out of 44,000 homes passed) in Redlands; Beaumont; portions of the city of San Bernardino and Riverside and San Bernardino counties, and Norton and March Air Force bases. The sale is part of the liquidation of the assets of Field, which was authorized by its shareholders last April. Field has also sold or contracted to sell its five UHF stations and the *Chicago Sun-Times*. American Cable TV is a limited partnership; the managing general partners are affiliates of Daniels & Associates Inc. and Integrated Resources Inc.

Premium pay sounds

Plans for two proposed commercial-free pay cable audio services that would demand higher prices than most existing services from cable system operators and, in some cases, subscribers, are moving ahead. Based in the Washington suburb of Arlington, Va., former radio syndicator Jason Taylor is executive vice president and part owner of Studioline Corp. of America. SCA is

proposing seven cable music channels: adult contemporary, urban contemporary, country, big band/jazz, easy listening, contemporary hits and classical ("Cablecastings," June 20). Taylor says he expects the service to be launched next March over Satcom III-R, transponders 4 and 19.

The company has set a \$4-per-month-per-subscriber rate for cable operators and is recommending that subscribers be charged no less than \$8 per month. Projected up-front investment for the cable operators is estimated at about \$7,000 for head-end equipment. Special receiver/decoders for home FM reception will be provided free to the cable operator, Taylor said. But he declined to specify the receiver manufacturer.

Just For Listening, a service of Columbus, Ohio-based Durborow Associates/Cable Marketing Management, last month unveiled plans for 10 cable audio channels ("Cablecastings," Oct. 17). Among the JFL offerings will be country, jazz, big band/nostalgia, classical, easy listening, mellow rock, oldies and top 40.

According to Nancy Norris, vice president/communications for Durborow, cable operators need to invest \$10,000 for the JFL service. That price tag includes Wegener headend stereo processing equipment, Pioneer converter/receivers for the home and marketing and advertising support.

The service will cost the cable operator about \$3 per subscriber per month and J is recommending a \$6-per-month subscriber fee and a \$25 installation fee.

Let 'em in

Three leading communications theorists see no harm in networks owning cable operations. At an MIT conference last Thursday Henry Geller, former head of the NTIA, argued for keeping local crossownership restrictions but saw "no great harm" in letting networks own cable, since they can't, in view, dominate that field. MIT professor Ariel de Sola Pool, author of the new book "Technologies of Freedom," called crossownership restrictions "a silly idea and contrary to the First Amendment." If same company owns different media, "that's the way it ought to be. If you have something to say, say it in every possible medium," he said.

Benjamin M. Compaine of Harvard, author of "Who Owns the Media?" said "almost impossible to argue that there is a national [media] monopoly." He said that much criticism of the concentration of media ownership doesn't give enough credit to market forces. "There is plenty of evidence that today's media owners are in the business to make profits, not to have editorial voice, so they want the broadest and most diversified programming possible. It's in the economic interest of the cable operator to provide as wide a range of options as possible."

International angle

Home Box Office Inc. has created a subsidiary, Home Box Office International, to develop joint international pay television and satellite programming business ventures. Its first move, HBO International has joined a pay TV joint venture in the United Kingdom with Goldcrest Films and Television Ltd. and its U.S. partners, Columbia Pictures Television, CBS Inc. and 20th Century Fox. Additional UK partners will be sought for the joint venture as well as local partners in other countries.

HBO International will have a branch office in London at 10 Dover Street. Fred L. Lerner, vice president of HBO Enterprises, has been named president of HBO International and senior vice president of HBO Inc. He has several executives who have been given new assignments within HBO International. Dennis Garcher, named vice president of the international unit; Jim Warner and I. Beck, executive directors, and Pat Murray, director of finance. Beck and Murray will be based in London, the others in New York.

Infringement

A Cambridge, Mass., order forbidding a municipal employee from unauthorized use of cable industry representatives (BROADCASTING, Oct. 31) infringes on the First Amendment, a district court judge ruled.



On the stump. C-SPAN has been essentially a Washington network, covering hearings, speeches, conventions and other goings-on in the nation's capital. But to bring its viewers the events of the 1984 elections, it will frequently venture beyond the Washington boundaries. In its initial election foray, it covered the Democratic mid-term convention in Manchester, N.H., on Oct. 29. The gathering drew all the announced presidential candidates (above, l-r): Reubin Askew, Senator Alan Cranston (Calif.), Senator John Glenn (Ohio), Senator Gary Hart (Colo.), Senator Ernest Hollings (S.C.), George McGovern and Walter Mondale.

last week. Judge Walter J. Skinner said he order "infringes on the First Amendment rights of freedom of speech and of association" of both Cambridge citizens and the New England Cable Television association. The judge said there is a likelihood of irreparable harm in chilling "free speech." Cambridge voters decide Tuesday (Nov. 8) whether the city should be able to compete with other applicants for the 43,000-home franchise.

'News' move

The Good News, Turner Broadcasting System's evening news program that emphasizes the positive side of world events, has been changed from a prime access strip, airing at 7:35 p.m. weekdays, to a weekly half-hour on Sundays at 10:05 a.m. The program, which began airing Aug. 22 with host Iz Wickersham, has been attracting an average 400,000 households, about half the audience TBS had expected. "It's just not a vehicle for the superstation," said Robert Hussler, TBS president, who noted the company might try marketing the show's weekly version in TV syndication.

Cable ad push

The Cabletelevision Advertising Bureau will announce this week the rollout of a major advertising promotional campaign designed to reach the nation's business leaders and advertisers, said Bob Alter, CAB resident. The campaign will have national

as well as local aspects, he noted, at a panel session on cable advertising at last week's Atlantic Cable Show (also see page 71). The campaign, designed to educate the advertising community as "to what cable is all about" will be rolled out in mid-November and run until CAB's annual convention next March. The campaign will be based in part on newly gathered information about cable audiences, said Alter, that will be released at this week's press conference. Systems will receive a kit of promotional materials to help in their effort to sell cable locally and the campaign will also feature a series of network television commercials, Alter said.

"The missing [network television] audience is going to cable," Alter said at the session, "and two-thirds of it is going to advertiser-supported cable." And although cable's slice of the television advertising pie is still quite small (estimates range from \$180 million to \$225 million in cable ad sales for 1982). Alter said that sales are growing and will continue to do so. "Almost every major MSO has made a commitment to sell advertising," he said, with some generating as much as \$6 million or \$7 million in revenues annually.

Steверino on Disney

Entertainer Steve Allen has been signed as executive producer, head writer and host of six one-hour music specials to be produced exclusively for The Disney Channel pay-cable service. The series is expected to be presented early next year. The format will mix musical performance and conversation,

with "some of America's greatest composers and performers" as guests. The series, *Steve Allen's Music Room*, will be produced by Allen's Meadowlane Enterprises, with Fred Tatashore, producer; Frank Buxton, director; Ron Weed, associate producer; Bill Morris, art director, and vibraphonist Terry Gibbs conducting the program's orchestra.

Nostalgia numbers

The Nostalgia Channel, introduced at last week's Atlantic Cable Show (also see page 71) estimates that it signed deals with cable systems accounting for more than three million subscribers. "The response has been so positive," said Clem Majorus, vice president, marketing, for the Long Island, N.Y.-based company, "that we expect to pass the 15 million mark by February 1984." The newly proposed advertiser-supported service, which will offer primarily old movie and television classics, expects to launch next March, and is currently negotiating for space on Westar V.

Simulcast sounds

A 90-minute Barbara Mandrell concert, entitled *The Lady is a Champ*, will be simulcast over Home Box Office and the Starfleet Blair Radio Network on Sunday evening, Nov. 27. The simulcast is the second in a series of concert specials presented by HBO and Starfleet Blair. The first, a live Donna Summer concert taped this summer at the Pacific Amphitheater in Costa Mesa, Calif., aired last month on HBO and 43 radio stations.

WHERE THERE'S SMOKE, THERE'S DEBATE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Bill Aylward can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.

Business Briefly

RADIO ONLY

Bass Shoes □ Week-long flights begin today (Nov. 7) in Minot, N.D.; Grand Rapids, S.D.; Atlanta, and six Florida markets announcing the opening of new stores. A three-day flight for all stores is scheduled for Nov. 16-18 in 50 markets comprising upstate New York and all markets in New England, Florida and Illinois. Spots will air in all dayparts except evenings. Target: women, 18-49, and men, 18-34. Agency: Robinson Associates, Boston.

Jaguar Cars Inc. □ Flights running from four to six weeks will air in about 20 markets, with starting dates throughout November. Commercials will be carried in all weekday dayparts. Target: men, 25-49. Agency: Bozell & Jacobs, New York.

Castle & Cook □ Fresh fruit and vegetables will be advertised in four-week flights scheduled in mid-November and December in Cleveland and Milwaukee. Spots will air in all weekday

and weekend dayparts. Target: women, 25-49. Agency: Allen & Dorward, San Francisco.

R.L. Zeigler Co. □ Bologna and frankfurters will be spotlighted in three-week flight in nine Southern markets beginning this week. Spots will air in all dayparts. Target: women, 25-54. Agency: Steiner/Bressler Advertising, Birmingham, Ala.

Lexitel Communications □ Low-cost, long-distance telephone service will be highlighted in campaign beginning today in 10 markets, primarily in the Midwest. Spots will air in morning and afternoon dayparts. Target: men, 35-64. Agency: W.B. Doner & Co., Southfield, Mich.

TV ONLY

Sunsweet Growers □ Sun Diamond walnuts will be featured in five-week flight beginning today (Nov. 7) in 19 markets. Spots will air in daytime, early

and late fringe and prime. Target: women 25-54. Agency: Doyle Dane Bernbach, Los Angeles.

Jos. Garneau Co. □ Spots for Bolla wines will air throughout November in 11 markets, followed by a five-week flight in Miami beginning Nov. 28. Buy includes varied dayparts. Target: wine consumers. Agency: Benton & Bowles, New York.

Regal Ware □ Electric and microwave cookware will be highlighted in two-week campaign in 20 markets beginning Nov. 20. Dayparts include early and late fringe and daytime. Target: women, 18-49. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

Ore Ida □ November month-long campaign will highlight potatoes in 13 markets. Spots will air in fringe daypart. Target: women, 18-54. Agency: Doyle Dane Bernbach, New York.

Southern California Gas □ Six-week campaign for services will begin Nov. 14 in six south central California markets. Spots will air in day and early and late fringe. Target: adults, 25-54. Agency: Doyle Dane Bernbach, Los Angeles.

Beatrice Foods □ Tropic fruit drink will

When the subject is
rail freight, call
this line before you
write one.
202-835-9555.

This press hotline is presented by the rail supply companies of the American Railroad Foundation.

 American Railroad Foundation

No liquor appeal. The U.S. Court of Appeals for the Fifth Circuit, after considering conflicting opinions of two of its three-judge panels, held last week that a Mississippi law banning liquor advertising on radio, television, newspapers and magazines in the state is not barred by the Constitution. While the statute puts Mississippi advertisers at a disadvantage on liquor advertising, the court said in the opinion, adopted by an 8-5 vote, "This fact raises no First Amendment concerns."

The full bench of the Fifth Circuit took the case after one three-judge panel, in a case brought by a group of University of Mississippi law students, upheld the state law and another, in a case brought by outdoor advertisers, radio and television stations and newspapers, held the law violated the Constitutional guarantee of free speech.

However, the importance of the Fifth Circuit court decision will fade before next summer. The Supreme Court has agreed to hear a case questioning the constitutionality of an Oklahoma law barring liquor advertising. The law was affirmed by the U.S. Court of Appeals for the 10th Circuit, in Denver, in January.

Archie Bunker's Place...



...the face that reshaped television comedy!
97 Episodes. Available January 1984.

DISTRIBUTION EXCLUSIVELY THROUGH EMBASSY TELECOMMUNICATIONS



1901 AVENUE OF THE STARS SUITE 1601 LOS ANGELES CALIFORNIA 90067 213-553-3600

be featured in one-week campaign beginning Nov. 15 in nine markets including Miami, Oklahoma City and Albany, N.Y. Commercials will air in daytime, early and late fringe and prime access. Target: all children. Agency: Marsteller Inc., New York.

Colibri □ Cigarette lighters will be advertised in pre-Christmas campaign starting in late November for four weeks. Spots will air in 50 markets in fringe dayparts. Target: adults, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

R.J. Reynolds Foods □ Chun King egg rolls will be highlighted in four-week flight beginning Dec. 5 in about 20 markets. Spots will air in fringe dayparts and news programs. Target: women, 25-54. Agency: Marschalk Co., New York.

RADIO AND TV

Midway Airlines □ Six-week introduction of Midway Metrolink, new air service linking Chicago and other major cities, will be featured in mixed media

campaign beginning today in St. Louis and Minnesota. TV spots will run in new sports and prime time; radio flight will air in sports and drive times. Target: business travelers. Agency: Ally & Gargano, New York.

Norbest Inc. □ In pre-Thanksgiving Day buy, Norbest turkey will be featured in two-week flight starting Nov. 14 in five radio markets and in Indianapolis on television. Radio spots are scheduled for all dayparts during weekdays, and TV spots will air in early and late fringe. Target: adults, 25-54. Agency: Evans Advertising, Salt Lake City.

Southern Bell □ Five-week flight will start in mid-November in approximately 20 television markets and 200 radio markets. Spots will run in all dayparts on radio and in prime and news programs on television. Target: adults, 25-54. Agency: Tucker Wayne & Co., Atlanta.

TV AND CABLE

Archway Cookies □ Holiday cookies will be highlighted in 31 broadcast television markets for three-to-five-weeks beginning today (Nov. 7) or Nov. 14 or Nov. 21, depending on market. Spots will air in day, early fringe, prime access and prime. CNN will host cable spots for three weeks beginning Nov. 2 to reach 200 markets. Target: women, 25-54, and children, 6-11. Agency: (in-house) Archway United Advertising, Chicago.

Life Savers Inc. □ Baby Ruth and Butterfingers candy bars will be featured in campaign beginning today (Nov. 7) that will run through the end of fourth quarter in about one-third of the country. Broadcast television spots will run in early fringe, prime access, prime time. Cable spots will run on MTV and USA Network. Target: teen-agers and young adults. Agency: Bozell & Jacobs, New York.

AdVantage

DHB gets Tri-Star. Ted Bates's subsidiary, Diener Hauser Bates, won bid to become first advertising agency for CBS-Columbia Pictures (Coca-Cola)-HBO venture, Tri-Star Pictures. In final rounds, agency beat out contenders Young & Rubicam, SSC&B and McCann-Erickson. Promotional budget is set at about \$40 million with first project, "The Natural," baseball movie starring Robert Redford, due out in May. Tri-Star is projecting 10 to 12 movies in 1984. DHB will buy all national spot for TV, and Ted Bates Co. will buy all network TV and newspapers in five markets where it has offices: New York, Los Angeles, San Francisco, San Diego and Fort Lauderdale, Fla. Creative work will be divided among DHB, freelancers and smaller production houses.

□
Computer push. National Radio Marketing Group (NRMG), sales development committee of Station Representatives Association (SRA), in conjunction with Radio Advertising Bureau, has launched slide and sound presentation promoting radio's effectiveness as advertising medium for business computer manufacturers. NRMG hopes to reach most computer companies nationwide and has met with IBM so far. Concurrent presentation to automotive industry began in Detroit, Oct. 24, and will be conducted there until Dec. 12. Similar presentation was created for movie industry year ago. NRMG is currently chaired by Roy Lindau, senior vice president, Major Market Radio.

□
Blair on spot. In first nine months of 1983, according to Blair Radio, 25-54 group continued as most requested demographic, accounting for almost 36% of all requests, up from 33% in comparable period of 1982. Runner-up position was garnered by 18-49 at 15.7%, up from 14.3% and in third place was 18-34 at 14.6%, as compared to 11.2% last year. Youth opportunities as total group, including teen-agers, 12-24, 12-34, 18-24 and 18-34, increased to 24.1% from 22.3% last year.

□
Chicken and sports. Marking firsts for both network and advertiser, ESPN's news coverage of Olympics will be sponsored by Kentucky Fried Chicken National Advertising Co-op of Louisville. Schedule is first cable activity for KFC and initiates ESPN's first fast-food advertiser. In agreement, restaurant chain will sponsor 200 "Olympic Updates" (sports vignettes) and ESPN's coverage of winter Olympics in February and summer games in July. Young & Rubicam encouraged KFC's to buy on ESPN because of "broadcast network viewer erosion" and company's current success with broadcast television sports buys.

RepReport

To Blair Radio: WBZZ(FM) Pittsburgh; WEZB(FM) New Orleans and WEZS(FM) Richmond, Va., all from Torbet Radio; KTWN(FM) Anoka, Minn., from Roslin Radio Sales; WAEV-FM Savannah, Ga., from Selcom.

□
KSSA(AM) Fort Worth (formerly KFJZ(AM)): To Caballero Spanish Media (no previous Spanish-language rep).

□
WLQR(FM) Toledo, Ohio: To Katz Radio from Blair Radio.

□
KTTI(FM) Yuma, Ariz.: To Torbet Radio from Weiss & Powell.

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This week

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 6-8—"Institutional Cable TV Networks: Planning and Utilization for Business, Government and Education," sponsored by *University of Wisconsin-Extension*. UW campus, Madison, Wis. Information: Barry Orton, (608) 262-2394.

Nov. 7—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Bill Kurtis, anchor, *CBS Morning News*. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Nov. 7-9—*Scientific-Atlanta's* ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta. Information: Betsy Crawley, (404) 449-2274.

Nov. 7-10—*AMIP-TV*, International television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

Nov. 8—Business/media luncheon sponsored by *The Media Institute*. Speaker: Ted Turner, Turner Broadcasting. Mayflower hotel, Washington.

Nov. 8—"Cable Management: Politics, Press, Public and Personnel," seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Nov. 8—*Washington Journalism Center* conference for journalists, "The Gender Gap." Watergate hotel, Washington.

■ Indicates new or revised listing

Nov. 8-11—*Unda-USA, National Catholic Association for Broadcasters and Allied Communicators*, 12th annual general assembly. Theme: "Making Connections: Issues, Trends and People." Hollenden House, Cleveland. Information: Ann DeZell, Unda-USA, 3035 Fourth Street, N.E., Washington, 20017; (202) 526-0780.

Nov. 9—*New York TV Academy* luncheon. Speaker: William J. Bresnan, chairman and chief executive officer, Group W Cable. Copacabana.

Nov. 9—*Women in Communications, New York chapter*, meeting. JC Penney headquarters, New York.

Nov. 9—"How to Make a Story," seminar sponsored by *New England chapter, National Academy of Television Arts and Sciences* and *Boston University School of Public Communication*. Boston University campus, Boston.

Nov. 9-11—26th annual *International Film and TV Festival of New York*, honoring "creativity and effective communication in film, TV and audiovisual media." Sheraton Center, N.Y. Information: (212) 246-5133.

Nov. 9-11—*Oregon Association of Broadcasters* fall conference. Eugene Hilton, Eugene, Ore.

Nov. 9-12—*Society of Professional Journalists, Sigma Delta Chi* convention. Speakers include Van Gordon Sauter, executive vice president, CBS/Broadcast Group. Fairmont hotel, San Francisco.

Nov. 10—18th annual Gabriel Awards banquet and presentation, sponsored by *UNDA-USA*. Hollandan House and Arcade, Cleveland.

Nov. 10-12—*National Association of Farm Broadcasters* annual convention. Crown Center hotel, Kansas City, Mo.

Nov. 10-13—14th annual *Loyola Radio Conference*. Keynote speaker: Dick Biondi, WBBM-FM Chicago. Hotel Continental, Chicago. Information: Sandy Mkeris (312) 670-3205.

Nov. 11-12—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (212) 248-2887.

■ **Nov. 12**—Cable TV workshop, "Organizing for Access," sponsored by *University of Southern California Schools of Education, Public Administration and College of Continuing Education*. USC campus, Uvidson Conference Center, Los Angeles. Information: (213) 743-7906.

Also in November

Nov. 14—*New York chapter of National Academy Television Arts and Sciences*, forum, "Anatomy of Daytime Drama." Summit hotel, New York.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

Nov. 15—*Southern California Broadcasters Association* annual membership meeting and election of officers and directors. Holiday Inn, Hollywood. Information: (213) 466-4481.

Nov. 15—*Southern California Cable Association* 10th anniversary dinner. Speaker: Mike Weinblatt, president and chief operating officer, Showtime/The Movie Channel Inc. Beverly Wilshire hotel, Los Angeles. Information: (213) 653-6187.

Nov. 15—Deadline for applications for one-year fellowship program, sponsored by *National Association of Broadcasters*, and designed to "provide post graduate work-study experience for a minority law planning a career in communication law." Informatic Erwin Krasnow, senior VP and general counsel, NF 1771 N Street, N.W., Washington, 20036.

Nov. 15—*Women in Communications, New York chapter*, meeting. Speaker: Al Neuharth, Gannett Co. Hilton, New York.

■ **Nov. 15**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Copacabana, New York.

■ **Nov. 15**—*Ohio Association of Broadcasters* financial management school. Quality Inn, Columbus, Oh.

Nov. 15-17—*Washington Journalism Center's* Conference for Journalists, on "Energy Issues: Oil, Gas, Nuclear." Watergate hotel, Washington.

Nov. 16—Reception marking beginning of eighth year of "Business of Radio Broadcasting" curriculum offer by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Orient Express, Los Angeles. Information: Harry Spitzer, (213) 44-4481.

■ **Nov. 16**—*American Women in Radio and Television, Washington chapter*, monthly meeting. Speaker: Jack Valenti. Motion Picture Association of America, financial interest/network syndication rules. National Press Club, Washington.

■ **Nov. 16**—*American Women in Radio and Television, Houston chapter*, meeting. Sakowitz Post Office, Houston.

■ **Nov. 16**—*National Academy of Television Arts and Sciences, New England chapter*, and *Boston University School of Public Communication*, seminar, "Local Programming: Wealth or Wasteland." Boston University campus, Boston. Information: (617) 353-3447.

Nov. 16-20—"Airlie IV," fourth seminar on art of radio sponsored by *Radio Foundation*. Prince George Hotel, New York. Information: (212) 595-1837.

Nov. 17—*New York Women in Film* meeting. American Management Association, New York.

■ **Nov. 17**—Cable TV workshop, "Programming Community, Municipal and Educational Access," sponsored by

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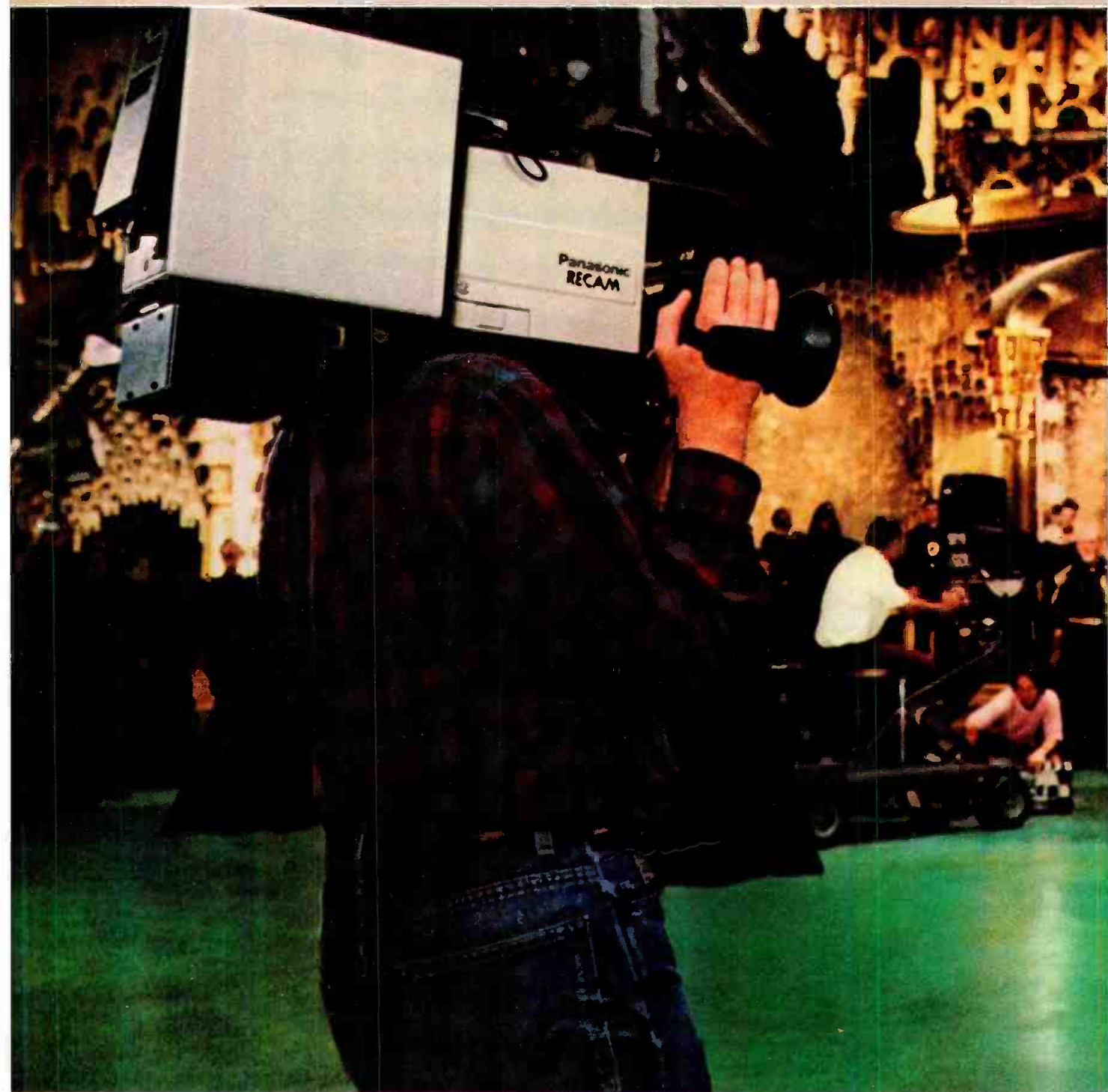
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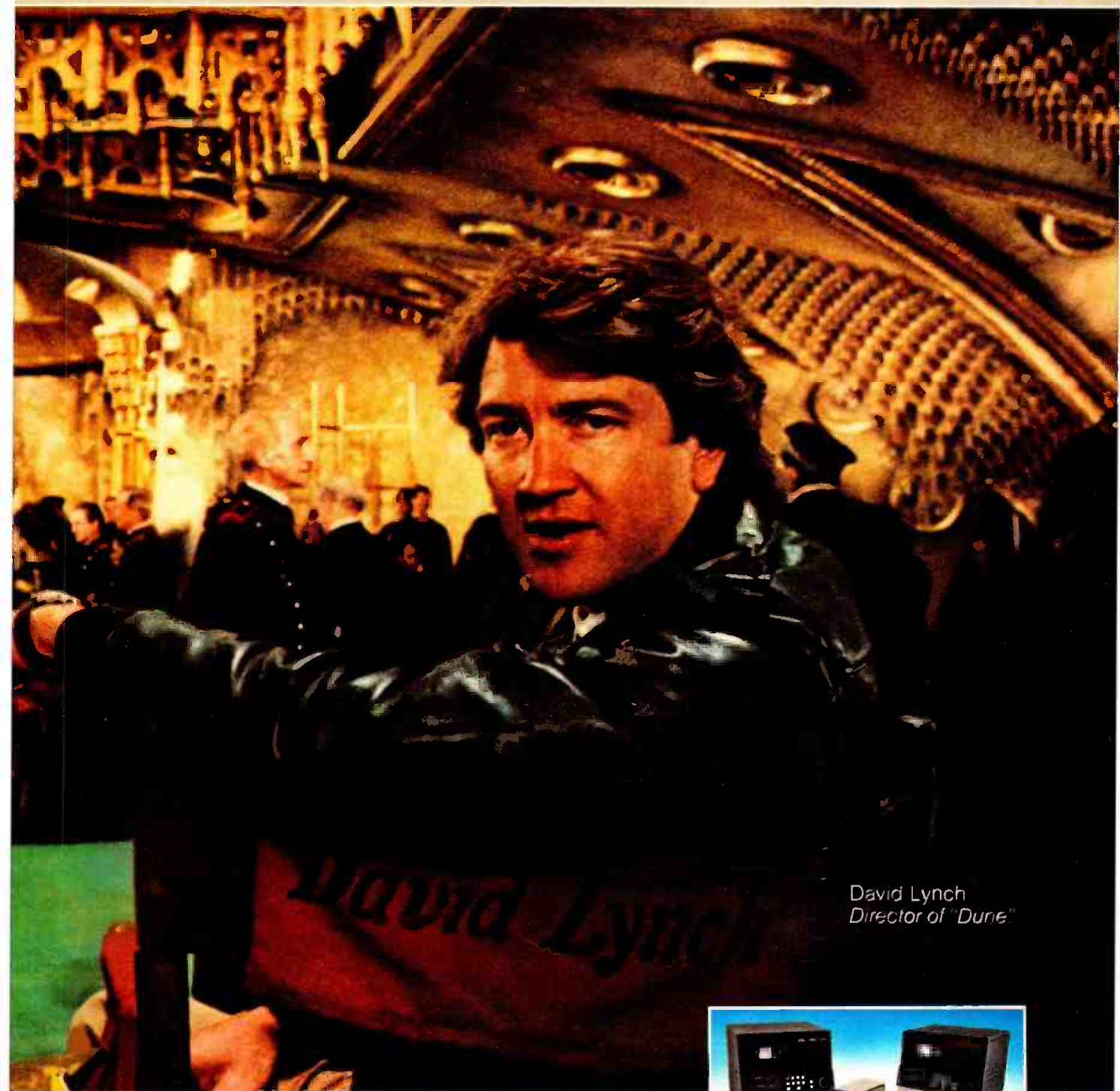
When Dino De Laurentiis and producer Raffaella De Laurentiis got together with director David Lynch to film Frank Herbert's classic science fiction novel, "Dune," they knew it wouldn't be easy. But it wasn't just the eight sound stages, desert locations, a cast of up to

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was selected to shoot of Dune."



David Lynch
Director of "Dune"

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Southeast: (404) 925-6835
Southwest: (214) 258-6400
West: (714) 895-7200.



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AUDIO-VIDEO SYSTEMS DIVISION

sored by *University of Southern California Schools of Education, Public Administration and College of Continuing Education*. USC, Davidson Conference Center, Los Angeles. Information: (213) 743-7906.

Nov. 17-19—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concurrently with *Arizona Society of Broadcast Engineers* convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 18—*Ohio Association of Broadcasters* "small market potpourri." Westbrook Country Club, Mansfield, Ohio.

Nov. 18—*Advanced Television Systems Committee's* high definition technology group first meeting. National Association of Broadcasters headquarters, Washington.

Nov. 18-20—"Toxic Wastes Conference" for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Chicago Sun-Times*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

Nov. 19—*Wyoming Association of Broadcasters*, in conjunction with *National Association of Broadcasters*, seminar, "Rules and Regulations." Ramada Inn, Casper, Wyo. Information: (307) 632-7622.

Nov. 22—*International Radio and Television Society* newsmaker luncheon. Panelists include Peter Jennings, ABC; Diane Sawyer, CBS; Reuven Frank, NBC; Lou Adler, WOR-TV New York; Sandi Freeman, CNN; Pat Harper, Independent Network News, and Les Crystal, *MacNeil/Lehrer NewsHour*. Waldorf-Astoria, New York.

Nov. 22—Seminar on TV careers, sponsored by *National Academy of Television Arts and Sciences*, *New England chapter*, and *Boston University School of Public Communication*. Boston University campus, Boston. Information: (617) 353-3447.

Nov. 22—*Advertising Club of Metropolitan Washington's* "Agency Day." Washington Marriott.

Nov. 23—Presentation of World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Mari- anne*. United Nations, New York.

Nov. 29—*International Association of Satellite T* monthly meeting. Twin Bridges Marriott, Arlington

Nov. 29—*Washington Journalism Center* confer for journalists, "Understanding—and Forecasting—Weather." Watergate hotel, Washington.

Nov. 29—*New York chapter, National Academ Television Arts and Sciences*, "mini forum: Rese for Television." Community Church of New York, York.

Nov. 30—Deadline at school level for 37th annual \ of Democracy competition in national broac scriptwriting program, sponsored by *Veterans of eign War of the U.S.* and its *Ladies Auxiliary* cooperation of *National Association of Broadca and state associations*. Students in 10th, 11th and grade, who are U.S. citizens, are eligible to com during fall term for \$32,500 in national scholar awards as well as expense-paid trips to Washin next March and other prizes at state and local l- Theme for recorded entries: "My Role in Upholdin Constitution." Information: Community VFW post.

Nov. 30—Deadline for entries in *JVC's* 1983 Pr tional Video Competition. Information: (212) 244-5

Nov. 30—"The Ratings War," seminar sponsore *National Academy of Television Arts and Scien New England chapter*, and *Boston University Sc of Public Communication*.

December

Dec. 1—*Media Institute* seminar, "The New Tecl ogies: Changes and Challenges in Public Relatic Media Institute, Washington.

Dec. 2—*Southern California Broadcasters As sation* "new business development" breakfast mee Holiday Inn, Hollywood.

Dec. 2—*Broadcast Pioneers, Washington area c ter*, fourth annual awards banquet. Kenwood Cou Club, Bethesda, Md.

Dec. 2-3—"Creating Programing for the New Telev Markets," seminar offered by *New York Univer School of Continuing Education*, New York. Info tion: (212) 598-7064.

Dec. 2-4—"Economic Issues Conference" for NB affiliate, sponsored by *NBC News* and conducte *Foundation for American Communications*. Houstonian, Houston. Information: (213) 851-737

Dec. 2-4—Third annual Community Television F val, sponsored by *Downtown Community Televi Center*, and partially funded by New York State Co on the Arts, National Endowment for the Arts Rockefeller Foundation. DCTV headquarters, York. Information: (212) 966-4510.

Dec. 5—Deadline for comments on *FCC* propos award women preferences in lotteries for mass m services. FCC, Washington.

Dec. 5-8—*Arbitron Radio Advisory Council* mee South Seas Plantation, Captiva Island, Fla.

Dec. 6-7—National Media Conference, co-spons by *International Association of Business Comm cators* and *Larimi Communications Associates*. York Staller hotel.

Dec. 7—*Syracuse University student affiliate of York chapter of National Academy of Television and Sciences* "distinguished visiting professor" lec series. Speaker: Robert Hosking, president, CBS dio. S.I. Newhouse School of Public Communicati Syracuse, N.Y.

Dec. 7—"The Future of New England Televis seminar sponsored by *National Academy of Te sion Arts and Sciences, New England chapter, Boston University School of Public Communicati* Boston University campus, Boston. Information: (353-3447.

Dec. 7—*Women in Communications, New York c*

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Errata

Robert Benson's correct title is vice president, senior executive, ABC Radio Networks, not vice president, ABC News and Sports, radio, as it appeared in BROADCASTING'S Oct. 31 issue.



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Call The Nashville Network. Find out how the hottest programming in cable can help make you one of the hottest systems in cable.

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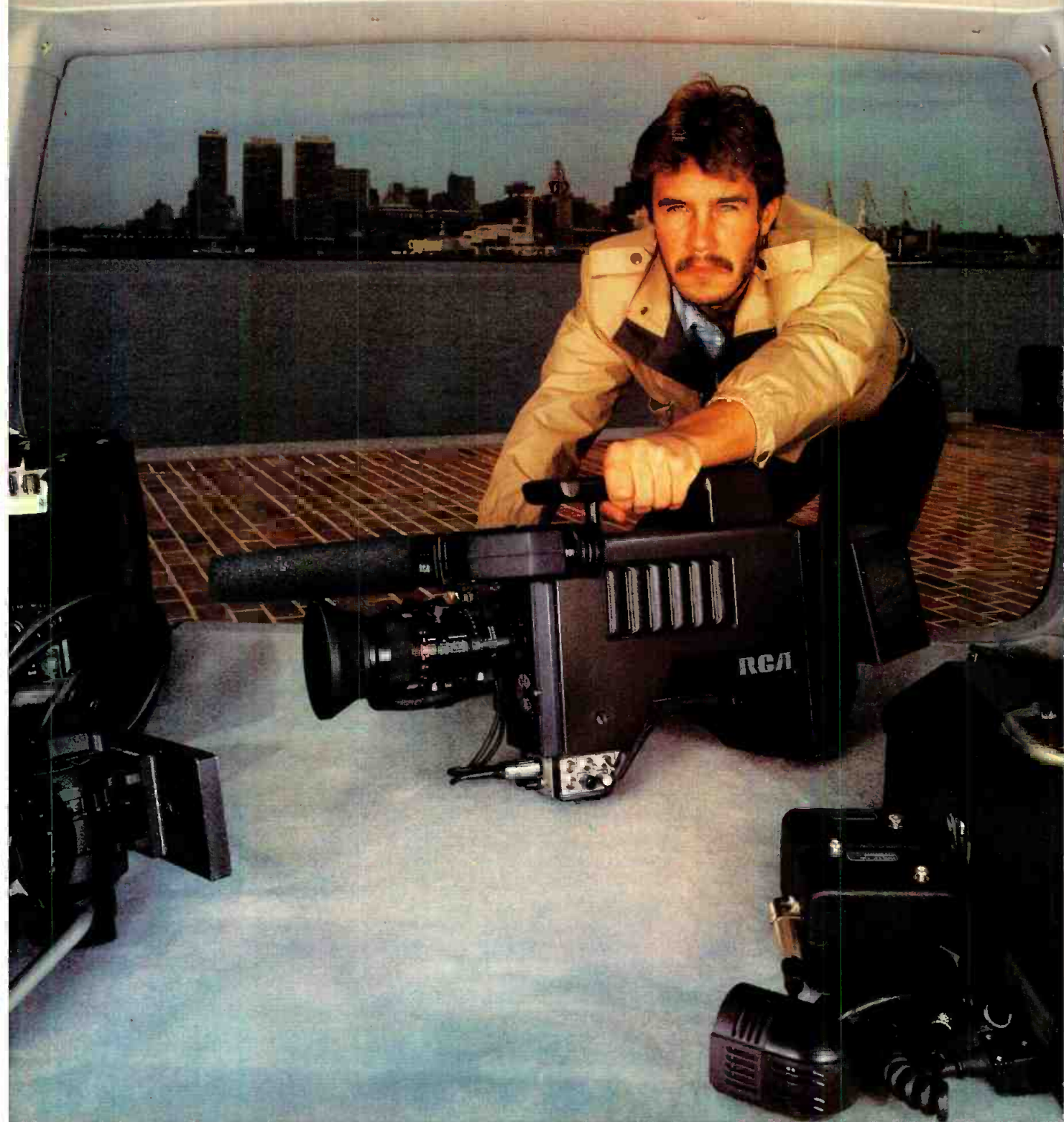
*Research available upon request.

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RCA

ter, meeting. Essex House, New York.

■ **Dec. 7**—Ohio Association of Broadcasters sales workshop. Columbus Marriott North, Columbus, Ohio.

■ **Dec. 8**—American Advertising Federation conference. "New Trends in Advertising Law and Public Affairs." Speakers include former FCC chairmen Richard Wiley, now with Wiley, Johnson and Rein, and Dean Burch, now with Pierson, Ball and Dowd. Loews L'Enfant Plaza hotel, Washington.

Dec. 8-9—"Implementing the AT&T Settlement," seminar sponsored by Practising Law Institute and Federal Communications Bar Institute. Shoreham, Washington.

Dec. 11-12—National Cable Programming Conference, sponsored by National Cable Television Association, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

Dec. 13—Business/media luncheon sponsored by The Media Institute. Speaker: Dr. Richard L. Leshner, president, U.S. Chamber of Commerce. Mayflower hotel, Washington.

Dec. 13-15—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

Dec. 13-15—Washington Journalism Center's Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel, Washington.

Dec. 19—Deadline for comments on FCC proposal to

Stay Tuned

A professional's guide to the intermedia week (Nov. 7-13)

Network television □ PBS (check local times): *New York Opera: The Cunning Little Vixen* (special), Wednesday 9-11:30 p.m.; *A Strange Case of Death in the West* (controversial antismoking documentary), Sunday, one hour [distributed by Pacific Mountain Network, cleared on 77 stations]; ABC: *JFK* (documentary), Friday 9-11 p.m.; NBC: "Airplane" (1980), Sunday 9-11 p.m.; CBS: *Bill: On His Own* (movie), Tuesday 9-11 p.m.; "Caddyshack" (1980), Friday 9-11 p.m.; "Mommie Dearest" (1980), Saturday 8:30-11 p.m.; *Chiefs** (six-part miniseries), Sunday 8-11 p.m. [to conclude next week].

Radio □ CBS Radio: *Exploring America with Charles Kuralt*, Saturday or Sunday, 16-part series.

Cable □ Showtime: *Dean Martin in London*, Tuesday 8-9 p.m.; Arts: *Tintypes** (musical revue), Tuesday 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Toscanini—The Television Concerts*, now-Saturday; *A Tribute to Burr Tillstrom (Kukla, Fran & Ollie)*, now-Jan. 7, 1984; *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17; *Sid Caesar—Master of Comedy*, return of earlier exhibit, now-Nov. 26.

*indicates a premiere episode

Major Meetings

Nov. 7-10—AMIP '83, American Market for International Programs, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

■ **Nov. 9-12**—Society of Professional Journalists, Sigma Delta Chi, annual convention. Fairmont hotel, San Francisco.

Nov. 14-16—Television Bureau of Advertising 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—National Cable Television Association's National Cable Programming Conference. Biltmore, Los Angeles.

Dec. 13-15—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

Jan. 14-18, 1984—Association of Independent Television Stations (INTV) annual convention. Biltmore hotel, Los Angeles.

Jan. 15-20, 1984—National Association of Broadcasters' winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 1-3, 1984—15th annual Country Radio Seminar, sponsored by Organization of Country Radio Broadcasters. Opryland hotel, Nashville.

March 7-10, 1984—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—National Public Radio annual conference. Hyatt Regency, Arlington, Va.

April 24-29, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-

13, 1988.

May 7-9, 1984—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23, 1984—Broadcast Financial Management Association 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2, 1984—American Women in Radio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—American Advertising Federation national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—National Cable Television Association annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

Aug. 26-29, 1984—National Association of Broadcasters' Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

Sept. 6-8, 1984—Southern Cable Television Association Eastern show Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

Sept. 16-19, 1984—National Radio Broadcasters Association annual convention. Westin Bonaventure hotel, Los Angeles.

Nov. 11-14, 1984—Association of National Advertisers annual meeting. Camelback Inn, Scottsdale, Ariz.

Dec. 3-5, 1984—Radio-Television News Directors Association International conference. San Antonio, Tex.

reexamine need for rule of sevens, which limits broadcast ownership to seven AMs, seven FM's and seven TV's (no more than five VHF's). FCC, Washington.

Dec. 20—International Radio and Television Society Christmas benefit. Waldorf-Astoria, New York.

Dec. 27—Deadline for reply comments on FCC proposal to award women preference in lotteries for media services. FCC, Washington.

January 1984

Jan. 8-11—Pacific Telecommunications Council sixth annual Pacific Telecommunications Conference PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96813, (808) 949-5752.

Jan. 10—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Jan. 11-13—Arbitron Television Advisory Council meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 12-13—Virginia Association of Broadcasters winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

Jan. 14-18—Association of Independent Television Stations (INTV) annual convention. Biltmore hotel, Los Angeles.

Jan. 15—Deadline for entries in Champion Mexico Awards for Economic Understanding, of Amos Tu School of Business Administration at Dartmouth College, and sponsored by Champion International Corp. Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.

Jan. 15—Deadline for entries in American Women Radio and Television's Commendation Awards. Information: AWRT, (202) 296-0009.

Jan. 15-20—National Association of Broadcasters winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 16-20—National Association of Broadcasters board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

Jan. 17—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

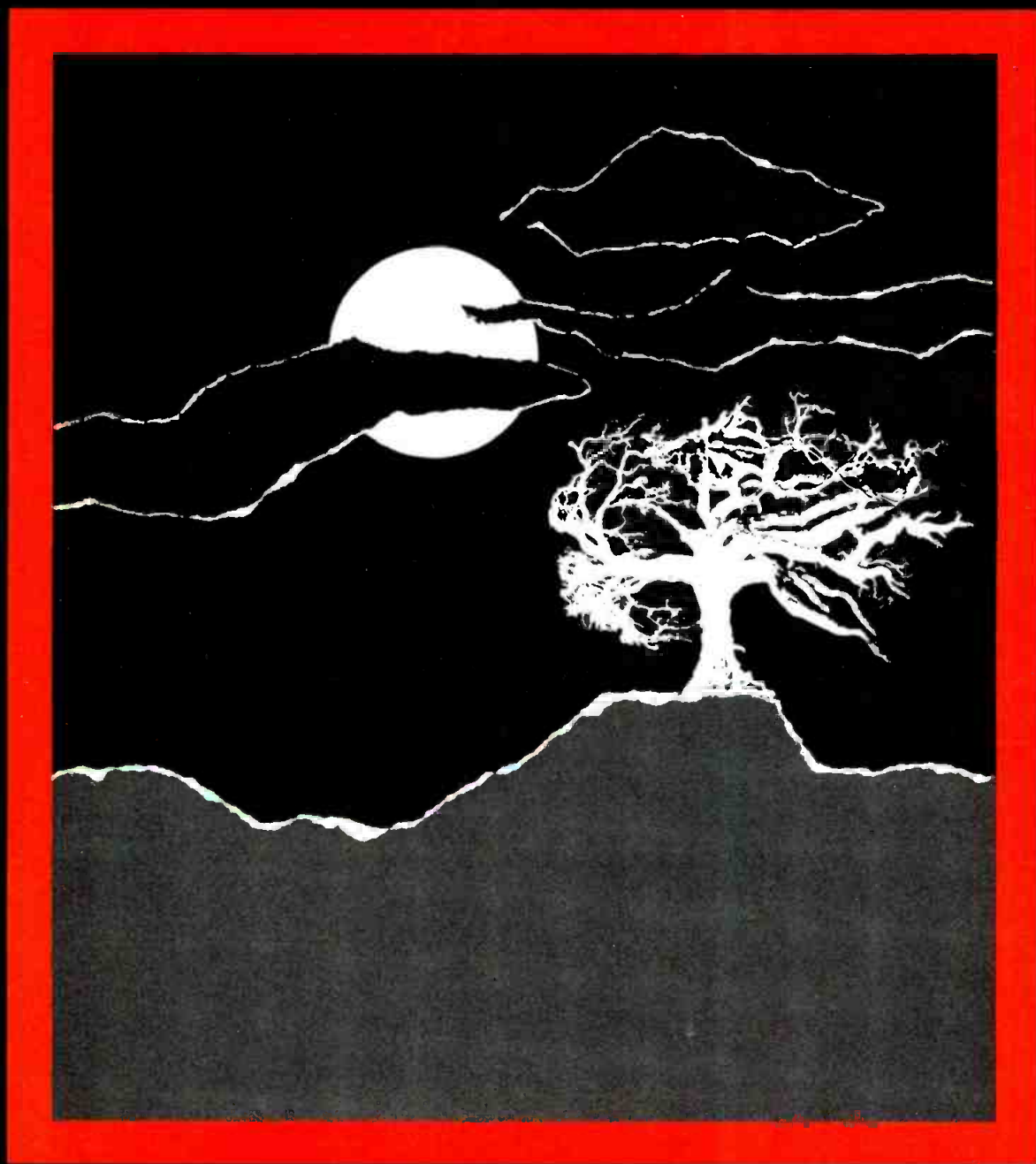
Jan. 18—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens. FCC, Washington.

Jan. 18-20—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 24-26—Washington Journalism Center's conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

Jan. 28-31—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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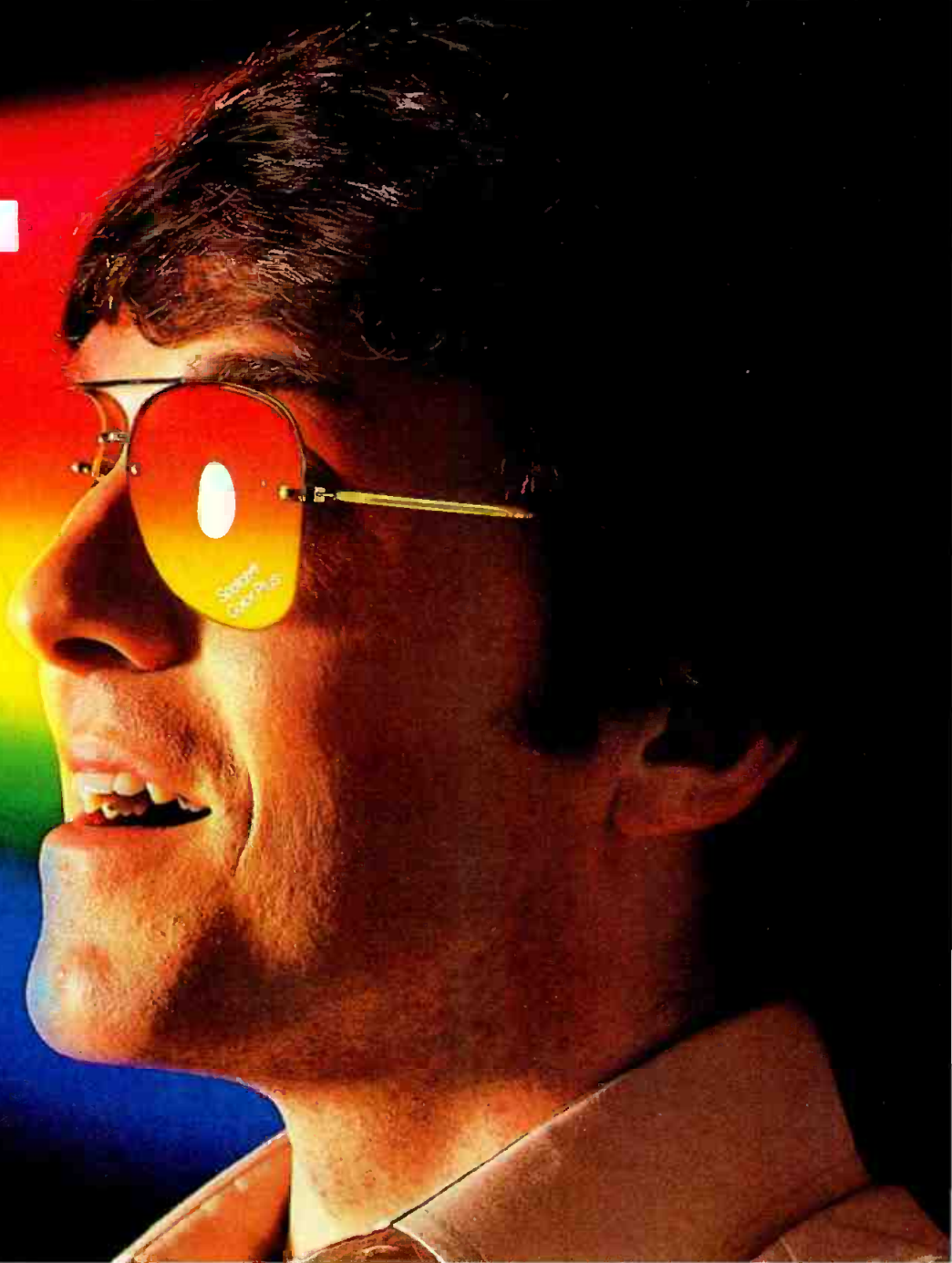
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EDITOR: In BROADCASTING's Oct. 3 issue it was noted that ABC-TV's airing of an episode of a 13-part PBS documentary, *Vietnam: A Television History*, was "said to be the first time a commercial network has aired a portion of a PBS series before its debut on PBS."

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A radio engineering commentary from W. Barrett Mayer, Barrett Associates, Carlsbad, Calif.

Engineering: an often overlooked ingredient in a station's success

A few quick rules for radio station owner/managers: You're wrong if your chief engineer doesn't have your confidence. You're wrong if your chief engineer isn't part of the "team." You're wrong if your chief engineer doesn't sit in on every programming meeting. You're wrong if your chief engineer doesn't know the type of equipment used by your competition.

You have a good engineer if he: Does not speak computer language, in lieu of layman's English. Has regard for expenditures in replacing or adding equipment. Is concerned with what the "other guys" are doing to get "that sound." Will not patch up worn equipment forever. Wants to keep up with fast moving electronic improvements. Has a "super pride" in his accomplishments.

Flat out, most owners and managers possess excellent business, administration and management abilities until they enter the technical end of their station's operations. For some inexplicable reason, they then create (in their own minds) a "mystique" posture that boggles the mind. There does not seem to be an attitude that includes the engineering department on the same level with that of sales, accounting, programming or promotion; and yet the entire company depends wholly on the station being on the air and operational.

The following analogy may give some insight into this attitude. It is a bromide which we all have known (in one way or another) and have dealt with in ignorance:

Premise: A car owner has trouble with his car air conditioner and takes it to a repair shop. The conversation goes something like this:

Owner: "The air doesn't blow cold!"

Mechanic: "No, it don't... does it?"

Owner: "How much will it cost to fix it?"

Mechanic: "Well... it could be the compressor... that's \$245.00... or it could be the relay connected to the gidget... that's \$94.00... or it could be the switch and the harness connected to the franenz which activates the solenoid and the coolant flipjack over there... that's... gee... I'll have to look up parts for that... Who knows?"

Owner: "But...!"

Mechanic: "On the other hand, it is a three-year-old car. It might be cheaper to replace the whole unit... \$650.00, factory installed... but probably \$475.00, plus labor."

Owner: "What do we do?"

Mechanic: "Well, I'll look it over and phone you an estimate... sign here..."

Two hours later, the owner gets a call:



W. Barrett Mayer has 30 years of broadcasting experience, including production, sales and management consulting positions with radio stations in Atlantic City, Newark and New York. He is currently president of Barrett Associates Inc., a Carlsbad, Calif.-based distributor of broadcast equipment.

Mechanic: "Hello sir? Great news! It wasn't the compressor after all. It was a bad ram-ram and flipjack... only \$116.50, including labor."

Owner: "OK, go ahead and fix it... try to have it ready by 5 o'clock!"

Having hung up the phone... somehow you get the feeling that maybe all that fellow will really do is replace a \$4.49 fan belt. But you can't prove it and you're helpless. You salvage your conscience by rationalizing that at least it could have been \$500 or more.

The big difference is that your chief engineer works for you, not the corner repair shop. Management should learn at least something about station equipment and its workings. Management must learn how to determine a qualified engineer and pay him as it would pay a qualified salesman, bookkeeper or any employee in a job requiring education, expertise and experience.

The FCC recently placed the burden of qualifying engineers on stations by eliminating the First Class license. The station must now find its own engineering level of competency. No matter what the degrees held by an engineer, as in sales, there is no substitute for widely varied experience.

Here are a few rules on hiring a competent engineer, and some appropriate questions: Is his experience basically in transmission (RF) or audio? Which does he enjoy more and does that suit your needs? What is his evaluation of your plant and where does he see past and future difficulties? What is his

experience in repair and maintenance? What did he do in his last job to improve the operation and sound? What will he do as a continuing program on maintenance? Does he have any objection to your contacting his past employers? Does he have any experience in forecasting a budget for your station and income station and then living with the budget? Has he ever engineered for your format, and if so, how did he improve the sound? Is he willing to sit in with management and programming to work as a team?

For the average medium- and small-market stations, the best engineer is one with well-rounded experience; one who knows intimately more than one transmitter brand. He should be capable of maintaining air conditioning cart machines, reel-to-reel recorders, turntables and other "heavy use" equipment. Ideally, he would have experience in both AM and FM, with many kinds of audio processing, and in setting up remotes (both air and phone) with a knowledge of microwave.

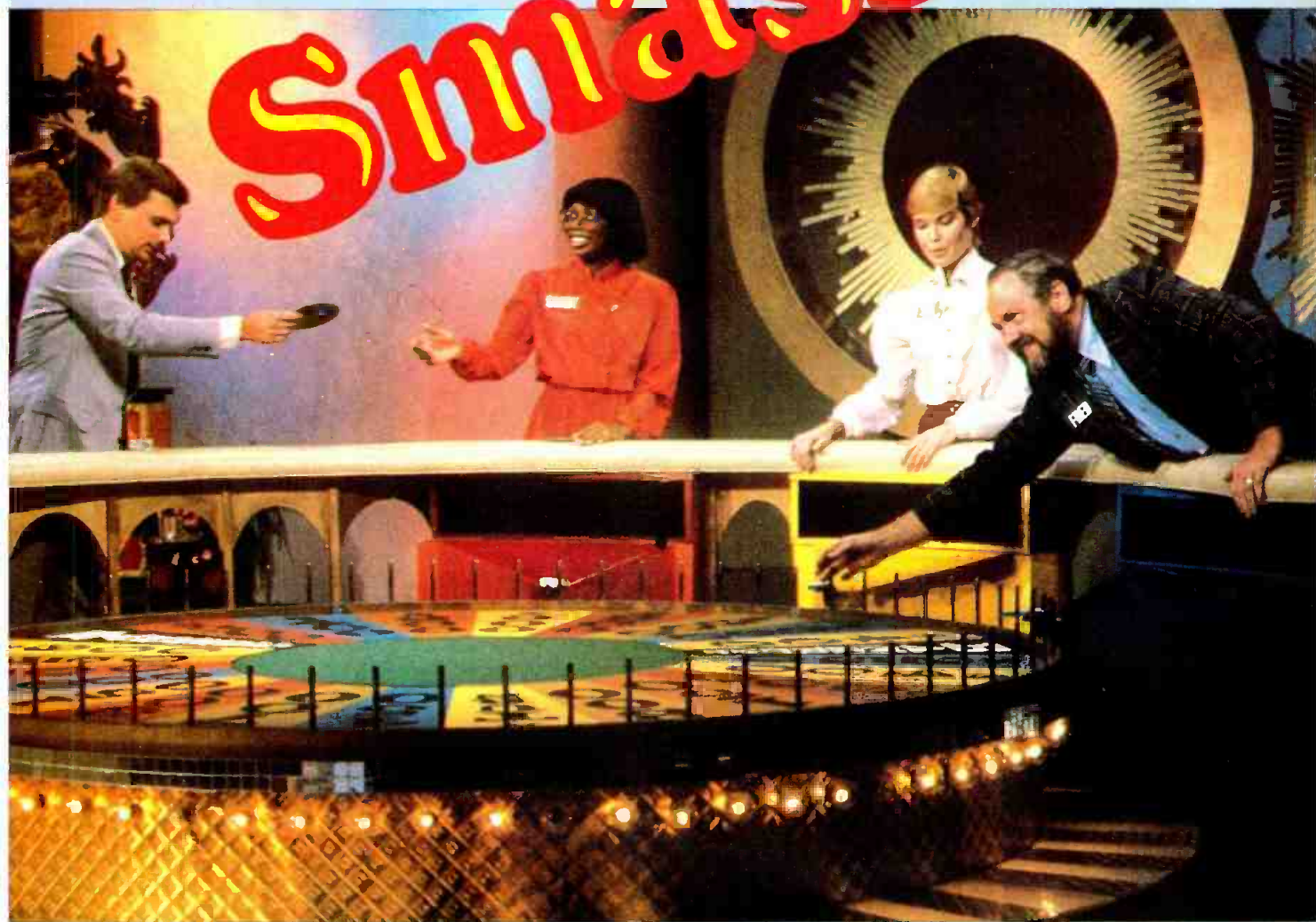
Given today's competition to reach an increasingly sophisticated listener (with a car or room full of advanced equipment), a station's sound is becoming almost as important as its programming. The sound is also becoming increasingly important to time buyers. It has been our observation that the vast majority of stations do not budget for the engineering department as they would for telephone rent, promotion or even station vehicles. Repair and replacement of equipment are vital ingredients to be placed into any successful station's budget.

It is within management's province to be interested enough in the station's quality of the air to ask the engineer to educate the staff with (at the very least) a speaking familiarity of the equipment the company owns. You are not, unless you let it happen, at the technical mercy of your employee.

As in avoiding the incompetent engineer, one must also avoid the engineer who is too lazy or unconcerned to maintain and repair fairly late-model equipment. Often they opt for the station to buy new gear (it's less trouble for him). Manufacturers, in the main, make long-lasting equipment, and caution should be taken to maintain it. Just as with the station vehicles, maintenance prolongs the life of broadcast equipment.

In the final analysis, the station's engineering department is equally as important as any other. The chief engineer should sit on all meetings that concern the station's production. A good chief can contribute mightily. It may sometimes seem as though an engineer is as nomadic as a disk jockey, but if you hear and try to understand his problems, he will not only stay with you, but will be one of the most valuable members of your team.

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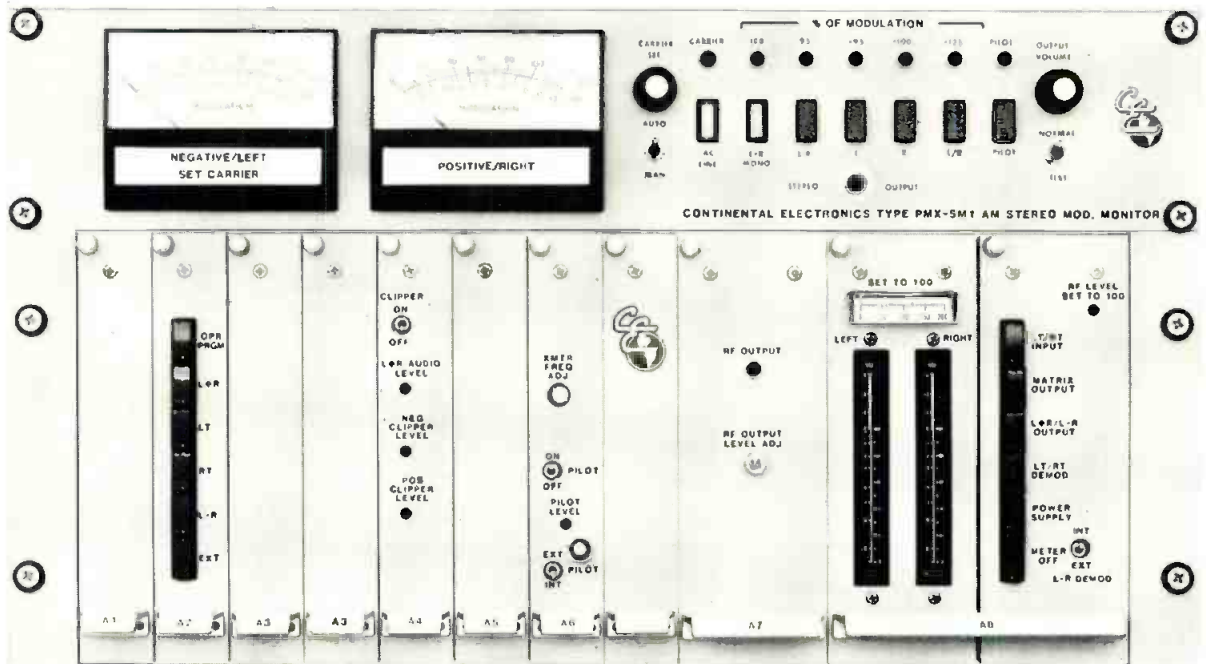
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Broadcasting Nov 7

105 No. 19

TOP OF THE WEEK

Ganging up on the networks re fin-syn

President jumps into the fray with both feet, backs two-year moratorium on repeal of financial interest and syndication rules; competing parties start their own negotiations toward possible compromise

Ronald Reagan last week put the power and prestige of the Presidency behind an effort to block repeal of the financial interest and domestic syndication rules. In so doing he may have delivered the *coupe de grace* to a several-years-long initiative to deregulate an important part of the television production business—while in the process cutting off at the knees his own chairman of the FCC as well as officials of the Justice and Commerce departments.

The networks had been in trouble enough before last Wednesday, when the President dropped his bomb (see letter, inset). Two weeks ago, the Senate, by a decisive margin, attached an amendment to a supplemental appropriations bill prohibiting the FCC from acting for six months on its proposal to allow the networks to regain access to a large part of those revenues (BROADCASTING, Oct. 31). Last week, on Tuesday, the House Energy and Commerce Committee approved a bill (H.R. 4260) imposing the same restrictions on the commission, and sent it to the floor. Both actions were advertised as designed to allow Congress additional time to consider the matter before the commission acted. Then the President made his move.

On Wednesday he informed Congress, in a letter written by top White House aide Edwin Meese III, that, although he favors "vicious competition," he supports a legislatively mandated two-year moratorium on changes in the commission's rules to permit further study of an issue that the commission, in one form or another, has been examining since the early days of the chairmanship of Charles D. Ferris, when the commission began its exhaustive network inquiry.

Thus, the networks would appear to have little left with which to fight. And things are not getting any better. The House bill providing for a six-month moratorium originally would have tied the commission's hands for five years; the author, Representative Henry Waxman (D-Calif.), agreed to scale it back in the interests of securing speedy approval from a committee whose chairman, Representative John Dingell (D-Mich.), has appeared more favorably disposed to the networks' position than Hollywood's. (The decision to seek committee approval of a bill rather than attempt to win House passage of the supplemental appropriations measure as approved by the Senate, incidentally, reflects Waxman's regard for the sensibilities of his chairman. Dingell does not take kindly to being ignored on matters he believes are within the committee's jurisdiction.) But Waxman on Thursday introduced a new bill (H.R. 4260) calling for the five-year moratorium, and said he will pursue it next year.

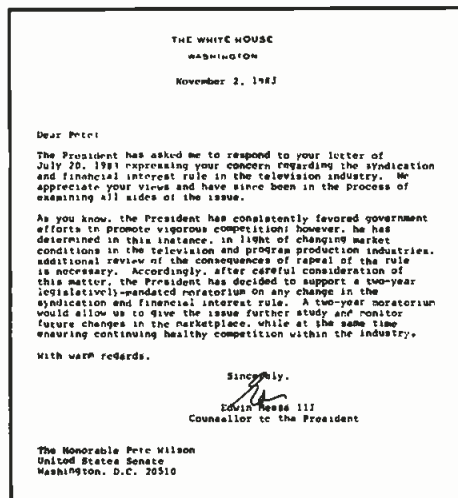
Nevertheless, as Yogi Berra would say, "It's never over until it's over." The networks are scrambling to stay alive on the issue. They have opened negotiations with representatives of the producers, independent television stations and other members of the coalition to preserve the existing FCC rules in hopes of resolving their differences over the issue (see page 34). Even Congress, for all the disappointments the networks have suffered there, is not barren of hope for them.

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, which is considering legislation (S. 1707) offered by Senator Pete Wilson (R-Calif.) that mirrors Waxman's proposal imposing a five-year hold on commission action on the issue, appears predisposed to permit the commission to deal with it when ready. At least, in the past he has said Congress should not preempt the commission on the issue—that Congress can always countermand a commission action of which it disapproves. Senator Wendell Ford (D-Ky.), a member of the committee, made those points explicitly during the hearing, at which the Justice and Commerce departments abandoned long-held positions to support the President's call for a two-year moratorium. Whether Packwood is prepared to oppose the President on that request is not clear, but the senator has demonstrated on more than one occasion that, on issues about which he cares deeply, he will not shrink from a fight with the White House.

So, there may be one or two boulders in the legislative path of those seeking to freeze commission action. And those obstacles need not block the path for long. The Senate and House are scheduled to start a year-end recess on Nov. 18. If Congress does not act on the issue by then, the commission would be free to proceed, probably before the end of the year. Of course, the commission, and particularly its chairman, Mark Fowler, appear to be faced with a delicate question: Whether to yield to the evident wishes of a large part of the Congress and, now, the President, and defer final action until Congress can act on the issue, or proceed on its independent course.

Commissioner James H. Quello, who has been the commission's leading exponent of compromise on the issue, says it would be "unwise" for the FCC to act when Congress has the matter under consideration. From Fowler's point of view, there's a short string on such deference. "If Congress doesn't act within a reasonable period, we intend to move forward," he said (see page 34), indicating he regards as a reasonable time that remaining until the congressional recess.

Those who know Fowler do not doubt the seriousness of his



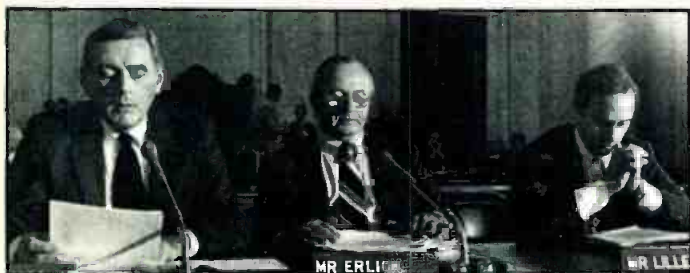
intention to proceed unless prohibited by Congress. He is said to believe deeply in the correctness of the commission's "tentative decision" in the issue. At least equally important, he is said to be determined to protect to the degree possible the "independence" of the commission as an independent agency.

And Fowler is not the only commissioner concerned about the

FCC becoming regarded on Capitol Hill as an easy mark for those interested in influencing commission policy. As for the President's action in entering the contest, that is known not only to have stunned Fowler but to have pained him. Fowler has never tried to mask his devotion to Reagan and his principles—among which Fowler could not see deregulation and competition. And while he may have known



Goldwater and Packwood have their inning on fin-syn



Mullholland, Erlick, Lilley



Markey, Baxter, Strenio

A packed hearing room set the scene last week as administration deputies came to disavow their earlier positions on the FCC's financial interest and syndication rules and network executives came to make a last ditch effort to stop Hollywood.

Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, which was holding the hearing on the rules, was apparently one of the first to learn that President Reagan advocated legislation that would establish a two-year moratorium on changing the rules. It was a decision that surprised Goldwater, who later said Reagan called the night before to discuss the matter, and "I told him I thought he was crazier than hell" for getting involved.

Goldwater, however, is a co-sponsor of a measure, S. 1707, that would place a five-year moratorium on the rules and he later defended the President.

Reagan's action, however, irritated Commerce Committee Chairman Bob Packwood (R-Ore.), who grilled administration witnesses about their new found position. He wanted to know why they switched from a long held position calling for repeal of the rules and now supported a moratorium.

"There are no new facts, but there have been some extraordinary new pressures," Packwood charged.

Senator Ernest (Fritz) Hollings (D-S.C.), the subcommittee's ranking minority member, was more critical. "They've got Grenada and Lebanon. I hope the President's not studying this. He's got more important things to find out about," Hollings said.

Neither Hollywood nor the networks were on the side of the angels, according to Senator Larry Pressler (R-S.D.). He said the fight between the two giants had taken on "an aura of a lobbying battle of the Guccis versus the wing tips."

News of the President's proposal was delivered by Senator Pete Wilson (R-Calif.), author of S. 1707, who testified on behalf of his

own bill. Wilson presented a letter from Edwin Meese III, counselor to the President (dated Nov. 2, the day of the hearing), explaining the President's views.

"As you know, the President has consistently favored government efforts to promote vigorous competition; however, he has determined in this instance, in light of changing market conditions in the television and program production industries, additional review of the consequences of repeal of the rule is necessary," the letter said. "Accordingly, after careful consideration of this matter the President has decided to support a two-year legislatively mandated moratorium on any change in the syndication and financial interest rule. A two-year moratorium would allow us to give the issue further study and monitor future changes in the marketplace while at the same time insuring continuing healthy competition within the industry," Meese wrote.

Much of the congressional spotlight was on William Baxter, assistant attorney general in charge of the antitrust division at the Justice Department, and David Markey from the National Telecommunications and Information Administration. Their mission was to argue for the two-year delay. It appeared to be an uncomfortable task for the two, who for months have supported repealing the rules.

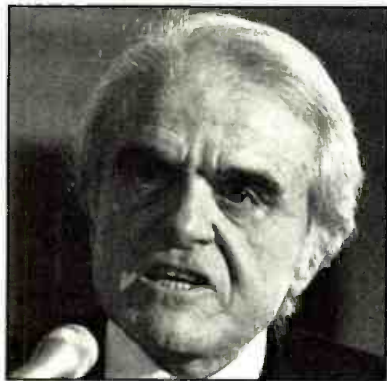
When asked what happened, Markey said: "Our boss, the President, decided there would be an administration position on this issue and the administration's position is our position." Said Baxter: "The real difference is not a difference of position but a difference of the level of certainty to understand what's going on. The President feels enough uncertainty to hold it up for two years, and there's nothing wrong with that."

The moratorium may have stung FCC Chairman Mark Fowler the most. Fowler, appointed by Reagan and charged with carrying out the administration's deregulatory philosophies, found himself between a rock and a hard place. Fowler is sticking to the commis-

Reagan's sympathies lay with his friends in Hollywood, Fowler idently never imagined the President would put the administration behind such an effort in their behalf. Nevertheless, the President's position is not expected to cause Fowler to back off.

But the networks could not breathe easy even if the commission were free to act. First, differences of opinion regarding the issues

involved remain to be resolved among the four commissioners who would vote—Dennis Patrick, the White House aide nominated to fill the fifth slot, would not be expected to participate even if his nomination were confirmed in time to permit it. But more important are the consent decrees the Justice Department signed with the networks in to conclude the government's antitrust suits against them.



Valenti



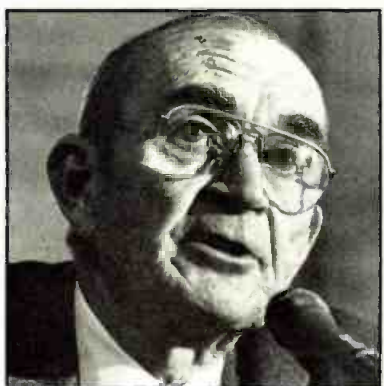
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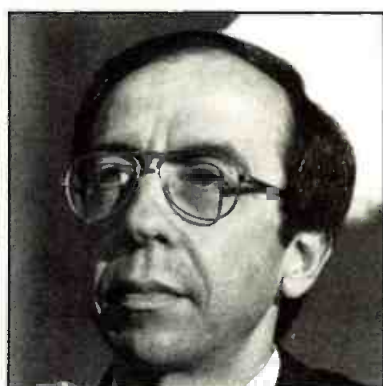
Lear



Blumenthal



Burch



Fowler

sion's decision to review the rules, he told the legislators. By year's end, he said, the FCC would complete its rulemaking.

The Federal Trade Commission also held to its original conclusion that the rules should be thrown out. Andrew J. Strenio Jr., assistant director for regulatory evaluation in the FTC's Bureau of Consumer Protection, presented "FTC staff views" on the rules.

Reagan's announcement left the networks empty handed. The television triumvirate (William Lilley III, CBS vice president of corporate affairs; Everett Erlick, ABC executive vice president and general counsel, and Robert Mulholland, NBC president and chief operating officer) was the last to testify. Although some senators appeared to be on their side, they were left to argue again that the rules should go. "We've heard this refrain from Hollywood 30 years ago that they are being squeezed to death by New York," Erlick said.

"The regulations," Lilley maintained, "have funneled small independents into the hands of the big producers." Mulholland stressed the urgency for changing the rules so that the networks can compete on a level playing field.

Hollywood welcomed the administration's proposal and defended it vigorously. Jack Valenti, president of the Motion Picture Association of America, told the senators that Reagan "knows more about this issue than anybody working for the government, including the Justice Department, the FTC and the FCC."

Valenti was joined by former FCC Chairman Dean Burch; Norman Lear, Embassy Communications and Tandem Productions; Len Hill, Hill/Mandelker Films; Mel Blumenthal, MTM Productions, and actress Mary Tyler Moore. "We support S. 1707 because we believe it is the guarantor of quality and innovation in television programming. We support S. 1707 because it is the only way to preserve rules which enable talented men and women to break into an industry and create their own production entities," Moore declared.

Subcommittee members were back again last Friday to hear further arguments on the issue. This time the legislators heard from independent television station operators; some who favored repeal, others who said the rules should stay. Representatives from the ABC and CBS TV affiliates groups testified on the need to lift the rules. "The syndication and financial interest issue has unfortunately, been characterized as a network-Hollywood studio issue. The truth is that this issue has an enormous impact on local television stations and local viewers those stations are licensed to serve," said Thomas Cookerly, chairman of the ABC Television Affiliates Association Board of Governors and president, Allbritton Communications.

"Those who benefit from the rules are some of the largest public corporations in the nation—many larger than the networks themselves. They are hardly disadvantaged, underprivileged or undercapitalized," charged William Moll, president and chief executive officer, Broadcasting & Entertainment, Harte-Hanks Communications and board member of the CBS Television Affiliate Association.

Independent TV operators took on the networks. Robert Taft Jr., counsel for Taft Broadcasting, maintained that the chief issue is control, not the future of "free television." The Television Operators Caucus, an organization representing major station group operators, has taken a stand that reflects the division within the industry on the issue. TOC President David Henderson, Outlet Broadcasting, noted that members of the caucus have differing views on financial interest, but are agreed on the question of permitting networks to get into the syndication business. "The networks should not be allowed to syndicate program product; there should be no sunset provision on this prohibition; and it must be confirmed once again that nothing in the FCC's ultimate decision directly or indirectly undercuts the continued vitality of the prime time access rule," Henderson said.

They contain provisions closely tracking the commission's financial interest and syndication rules. And they cannot be lifted from the decrees unless Justice asks the court with jurisdiction to lift them. Would Justice make such a request after supporting a proposal for a two-year moratorium? Does the question answer itself?

Meanwhile, a vigorous and expensive lobbying campaign continues unabated at all the pressure points on the issue, on Capitol Hill, the White House and at the FCC (where *ex parte* rules require parties making new arguments to file notifications in the docket). Lobbyists swarm around committee rooms when hearings or markups are in progress, and they crowd the lobbies off the Senate and House chambers when votes on the issue are impending, to call members off the floor to express once more, "I hope you're with us on this one, senator (congressman)." There are reports of lobbyists being hired for specific purposes and to zero in on specific members of the Senate and House. And, of course, with Hollywood involved, the advocates for retaining the rules include such performers as Charlton Heston, Jean Stapleton, Larry Hagman, Alan Alda and Mary Tyler Moore.

Thus far, the pro-rules side is prevailing. The stars may help (it's tough putting CBS's Bill Lilley up against Charlton Heston, one network lobbyist noted ruefully). But they are not the total answer. Lawyers arguing that side cite the broad coalition that has been

FCC still not out of picture. Congress has not yet prohibited the FCC from acting on its controversial financial interest and network syndication rules proceeding. And unless Congress actually does pass legislation prohibiting the commission from acting, the FCC intends to forge ahead. That was the word from FCC Chairman Mark Fowler last week.

"We'll wait to see what Congress wants to do first; at the same time, we'd like to wrap this up by the end of the year," Fowler said. But Fowler declined to say precisely how much time the FCC would wait for Congress to act. "If Congress doesn't act within a reasonable period, we intend to move forward."

Fowler admitted he was "caught unawares" by President Reagan's endorsement of legislation that would bar the commission from acting on the rules for a period of two years. Nonetheless, Fowler said, that's the President's right. "I think it's perfectly appropriate for the President to take a position on pending legislation—it's absolutely proper."

Fowler declined to comment on whether the President's apparent position on the proceeding would influence his own.

Commissioner James Quello seemed to think the commission should let Congress take the ball and go home. "I think it would be unwise for the FCC to proceed when Congress has the matter on its docket," Quello said.

assembled to support retention of the rules—independent television stations, consumer and citizen groups, independent producers and the Association of National Advertisers, among others. Those groups, the lawyers say, demonstrate that it is not just a battle between exorbitantly rich and powerful networks and exorbitantly rich and powerful Hollywood motion picture studios.

The other side sees things differently. There are reports of financial contributions to senators and congressmen, most of which remain to be confirmed. But network representatives have commented wistfully on the political action committees Hollywood can use to help friends in Congress. Even Waxman has a PAC, funded in part by Hollywood contributions, that distributes funds to members of the House and Senate. But one of the lawyers working for the coalition scoffs at network complaints of poverty. "For the networks to say we have more resources is like AT&T complaining about the resources of MCI," he said. Among those network resources are the affiliates—local television stations that provide news coverage for the folks back home of their senators and members of Congress—that have been lobbying those senators and House members in the networks' behalf.

Money and lobbying efforts aside, the network side feels it is handicapped by what it perceives to be an anti-network bias on Capitol Hill, a bias said to stem from a dislike of the networks' news operations. But don't senators and House members curry favor with

the networks in hopes of gaining positive publicity? Look at the votes in the Senate and House, one network lobbyist suggested in way of answer.

Then, too, of course, there was the role of the President, even before he had entered the fray, publicly, with Meese's letter to Senator Wilson. Reagan's continuing friendship with Hollywood figures is well known. And his request for a briefing from Fowler on the issue, last month (BROADCASTING, Oct. 10), was seen by some as signal to Congress. So too was the cabinet council meeting he called on the subject two weeks later (BROADCASTING, Oct. 24). Reagan did not express a position on either occasion, but network representatives say they detected a change on Capitol Hill. Senators who have been with them no longer were as firm in their position. And the erosion was dramatic as the Senate vote approached on the amendment to block FCC action for six months. The network representatives consider it significant that the majority on the issue included the majority leader, Senator Howard Baker (R-Tenn.), and Pat Laxalt (R-Nev.), the President's closest ally in the Senate.

But it was the administration's sudden turn-around on the issue last week that lent almost a surreal note to the increasingly bizarre proceeding. The President, reportedly, informed his aides of his decision on the matter on Tuesday morning. That afternoon, William Baxter, chief of Justice's antitrust division, and Malcolm Baldrige, secretary of commerce, along with David Markey, head of commerce's National Telecommunications and Information Administration, were called to the White House to be informed of the new position—the administration, as such, had never taken a position on the issue—and Baxter and Markey were directed to change accordingly the testimony they had prepared for the Senate Commerce Committee hearing the next day. They had intended to testify in support of repeal of the rules, as their respective departments had done on numerous occasions in the past.

So, in what may be the final analysis, the President had played his ace. It appeared to be trump.

Representatives of the conflicting parties in the bitter battle over the FCC's proposal to roll back its network financial interest and syndication rules met for three hours late Wednesday morning (Nov. 2) in an effort to resolve the differences—and thus present Congress and the FCC with a package on which those parties, at least, agree. Each side produced proposals—which the other side rejected. However, the parties agreed to meet again, this Wednesday (Nov. 9).

The meeting—in the law offices of former FCC Chairman Richard E. Wiley, who is counsel to CBS on the issue—was the result of growing pressure on both sides from key members of the Senate and House to work out their differences. The controversial issue is one on which many in Congress would prefer to avoid taking a stand. And while the Hollywood contingent, led by Jack Valenti, president of the Motion Picture Association of America, is said to have suggested a conference weeks ago, it was not until the Senate two weeks ago adopted an amendment to a supplemental appropriations bill prohibiting the commission from acting on the rules for six months, that the networks initiated the call leading to the meeting.

According to one source familiar with the talks, the networks suggested that, instead of outright repeal of the ban on networks acquiring a financial interest in programs produced by others, proposed in the commission's "tentative decision," they be allowed to obtain only as much as 49% of such ownership.

Their proposal regarding the syndication rule tracks the commission's, which prohibits the networks from syndicating series the broadcast in prime time but allows them to syndicate all other shows including made-for-TV movies. But the networks also proposed that they be required to report the terms of all syndication agreements to the commission.

The networks' proposal contained two other proposals. The rule would be entirely "sunsetted" in 1992, two years after the commission's "tentative decision" would terminate the rules. And the rule would become effective on June 1, 1984, to allow Congress to consider and, if it wished, override them.

Former FCC Chairman Dean Burch, who attended as counsel to the Association of Independent Television Stations, is said to have rejected the networks' proposal as offering nothing new. The independent stations are particularly concerned about the syndication

proposal, which they feel would permit the networks to favor their affiliates in the syndication of programming that now accounts for much of the independents' schedules. And Burch and Valenti, who also participated, said that instead of a sunset in 1992, they would consider a requirement that the commission review the situation at that time.

A proposal offered by Valenti, in behalf of producers, syndicators, independent stations and others in the coalition working to preserve the rules, was greeted by the networks with no more enthusiasm than that which theirs had been received. The Valenti proposal would retain the present ban on network syndication, except that it would permit networks to syndicate educational programming.

But it was the aspect dealing with financial interest that was nothing if not novel: The producers would "consider" discussing with the networks the financial interest issue with the networks. But if the networks were to negotiate a percentage of financial interest in a program, the producer would acquire "a comparable" percentage of the advertising revenues generated by the program.

However, the networks were represented as being unwilling "to talk about advertising revenues at all." Indeed, one network official

described the proposal "as absurd and not offered in good faith." Then, referring to the successes the other side has had in Congress in recent weeks, he said, "They figure they don't have to bargain." However, the two sides agreed to try again on Wednesday.

Thus, at best, the antagonists have a long and difficult road to travel to a final solution. Assuming they can close what appears to be a wide gap between their positions, the diverse elements in the coalition to preserve the rules would be consulted, Valenti is said to have remarked at the meeting. And then, the package would be delivered to Congress or the commission for translation into either a congressional bill or a commission proceeding in which the public would have an opportunity to comment.

Besides Valenti and Burch, Mel Blumenthal, executive vice president of MTM Enterprises, and Michael Gardner, counsel for the Committee for Prudent Deregulation, appeared in behalf of the coalition to preserve the rules. The network side was represented by Everett H. Erlick, senior vice president and general counsel of ABC; William Lilley, vice president of corporate affairs for CBS, and Corydon Dunham, executive vice president and general counsel of NBC, as well as Wiley. □

MCA gets magnum prices for 'Magnum'

Initial bidding for syndication rights has KTLA-TV topping list at \$120,000 per episode

WOR-TV New York and KTXA(TV) Fort Worth were surprise winners in the bidding war that closed in six markets last Wednesday (Nov. 2) for MCA-TV's off-network hit, *Magnum, P.I.* Record-shattering prices are said to have been captured in all six markets, with the highest won, not surprisingly, in Los Angeles, where KTLA-TV is said to have outbid three other stations with a per-episode fee in the \$120,000-range.

MCA is offering six runs of up to approximately 129 episodes over four-and-a-half years, a license period shorter than the six- or seven-year terms usually offered by syndicators for off-network product. Bidding is being conducted via telex in six markets at a time, with six more scheduled to have been closed late Friday (Nov. 4). MCA is setting minimum prices in each market and is accepting bids above the minimum only in increments of 5%. A down payment is being requested and used, if necessary, as a tie breaker. Stations signing contracts for *Magnum* are committing to pay fees 10% higher on any episodes offered after the initial set of approximately 129.

MCA President Don Menchel declined to discuss prices the company is receiving for *Magnum*, nor would he confirm which stations were outbid last week. At least six industry sources said last week that CBS & O's WCBS-TV New York and KNXT(TV) Los Angeles and Tribune Broadcasting Co.'s VPIX(TV) New York were among those outbid. Metromedia Broadcasting is said to have stayed out of bidding in all markets where it has outlets and Taft Broadcasting is said to have stayed out in Washington where it owns independent WDCA-TV.

In Los Angeles, where a minimum of \$100,000 is said to have been set, KHJ-TV and KOP(TV) are said to have been among the bidders. In New York, WOR-TV, which has never before been known to bid for such high-priced programming, is said to have

committed to a \$97,700 per-episode fee, exceeding a minimum set at \$85,000.

Leavitt J. Pope, president of WPIX Inc., contradicted industry sources and said his station stayed out of the bidding for *Magnum*.

In Chicago, which is reported to have been the only market in the initial six where MCA failed to receive multiple bids, WGN-TV is said to have committed to a per-episode fee of \$65,000. In Atlanta, where one of last week's more competitive contests is said to have taken place, Storer Broadcasting's CBS affiliate, WAGA-TV is reported to have committed to a \$35,000 fee, outbidding two independents, WANX-TV and WATL-TV. The minimum there is said to have been \$27,500.

KTXA(TV) Dallas, an increasingly aggressive independent that has been paying premium prices for top-rated programming this

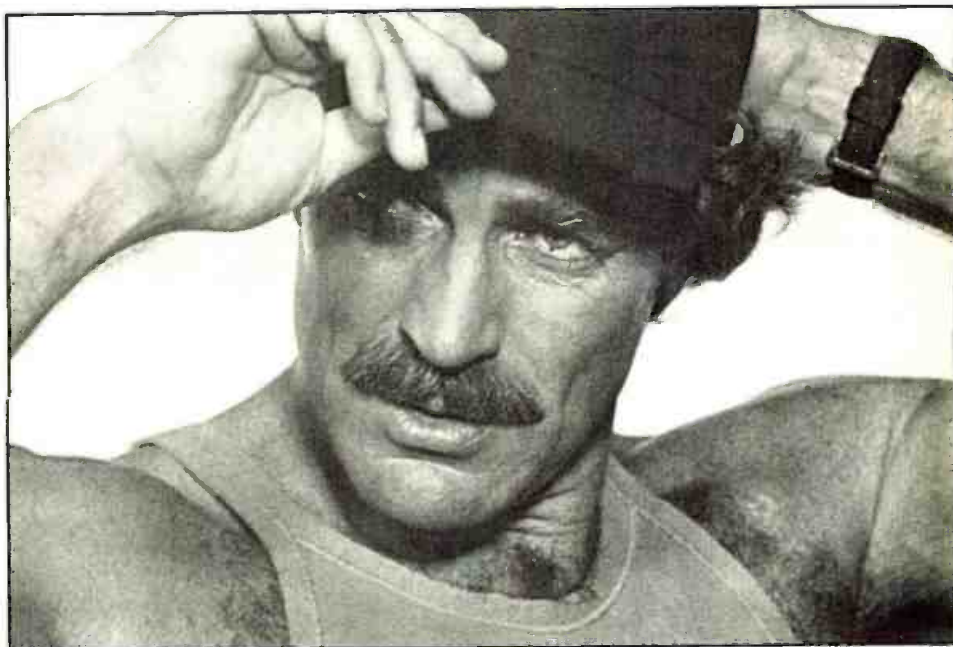
year, is said to have exceeded MCA's minimum of \$27,000 by 25%, committing to a per episode fee of \$33,750.

WJLA-TV Washington outbid WDVM-TV and committed to \$37,000, up from a minimum of \$30,000, according to sources.

MCA's marketing of *Magnum* is being hailed as among the more brilliant efforts in TV syndication history, as well as one of the most orderly. Sales are being orchestrated on a market-by-market rollout calculated to maximize initial prices and set a high standard for the rest of the country.

Stations participating in the telex bidding process are reportedly being notified within a half-hour of placing their bids whether or not they secured a license to the show.

Although most programmers say it's too early to estimate the total revenue MCA is likely to generate from syndication of *Magnum*, one industry source predicted total sales



Selleck as Magnum

would outstrip ITC Entertainment's record-setting total of \$130 million for *The Muppets*, perhaps going as high as \$150 million.

Late Friday, MCA licensed *Magnum* to KTVJ(TV) San Francisco; KHTV(TV) Houston; WFSB(TV) Hartford, Conn.; WKWS(TV) Jacksonville, Fla., and WISH-TV Indianapolis. It opened the market in Harrisburg, Pa., but closed no deal.

Negotiations for 20th Century-Fox's *Fall Guy* are expected to open soon. □

Networks take censorship complaints to Congress

News executives and anchors say there was no need for being excluded from covering U.S. invasion of Grenada

The Reagan administration was woefully wrong to prohibit press coverage of its invasion of Grenada, according to a panel of network representatives testifying before the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice last week.

At the same time, panelists and subcommittee members appeared to agree that there is no easy way for Congress to insure that similar efforts to prohibit press coverage don't recur.

Edward Joyce, president, CBS News, said the fact that the American public was denied first-hand reporting from Grenada was intolerable. "I am seriously concerned that we may indeed be witnessing the dawn of a new era of censorship, of manipulation of the press, of considering the media the handmaiden of government to spoon-feed the public with government-approved information," he said.

"If the government is permitted to abrogate the First Amendment at will, to the detriment of not simply the press but the public as well, I am concerned that such action will be taken again and again and again, whenever a government wishes to keep the public in the dark."

"We at CBS News are concerned, frustrated and saddened by the press restrictions of the past week. We are concerned by the repressive actions of the government toward the press. We are frustrated because we were not able to do the reporting job the public expects of us and we expect ourselves."

John Chancellor, senior commentator, NBC News, said the men who died in the invasion of Grenada were representing values in American life. One of those values, he said, is the right of the citizens to know what their government is doing, and to learn that from a free and independent press. "That principle, of the press as observer and as critic of the government, was established at the beginning of the United States. It is the responsibility of all citizens to uphold it."

David Brinkley, senior correspondent,



Saturation coverage for censorship hearing



Kastenmeier and Moorhead



Abrams



Brinkley



Chancellor



Joyce

ABC News, said there had been two basic themes in the Pentagon's resistance to coverage: insuring security for the operation and for the safety of journalists.

Brinkley, however, said journalists could have been taken in with the first invasion wave with the understanding that they wouldn't have filed until after the operation had begun. "This was frequently done in Vietnam, and so far as I know there was never a compromise of a U.S. military operation traced to a journalist," he said.

On the safety issue, Brinkley pointed out that journalists have been accompanying American military units into action for a long time.

"It seems to me that in a democratic society it is essential that the people have access to information regarding the intentions and the actions of their government. This is par-

ticularly true in the case of military operations when men and women are asked to support or at least to understand a policy that may lead to the loss of their own lives or the lives of their loved ones."

Floyd Abrams, First Amendment scholar and attorney, didn't foresee a legislative solution. Instead, he urged attempting to change views, with the presumption that denial of information to the public is un-American. "The problem is that just about everything worth knowing can be viewed, in one way or another, as possibly impacting upon national security—by discouraging our citizens, by depressing our allies, by running counter to someone's notion of the national interest."

Subcommittee Chairman Robert Kastenmeier (D-Wis.) said he suspected that legislation was not the answer.

Subcommittee member Carlos Moorhead (R-Calif.), however, voiced the administration's argument. By denying press access, the commanding officer in charge of the invasion "insured the safety of his men and the people he was sent to rescue," Moorhead said. "Even Vietnam, with no censorship, was not entirely open to the press."

Moorhead also pointed out that informal polls demonstrated that the public supported the government's action by a two-to-one margin.

Brinkley retorted that he was surprised those polls hadn't been 10-1 against the media. "We are not leaders of a popularity contest," Brinkley said.

Chancellor pointed out that the notion of imposing censorship has apparently been gaining steam, even with "beloved democracies" like Israel, which censored coverage of its invasion of Lebanon, and Britain, which he said "deliberately misled" its press on the invasion of the Falklands. "I think we are losing the war, and are in danger of losing the whole business," he said.

Chancellor also said he hoped that the press and the government could agree to permit a "small pool" of about 20 reporters to tag along during similar situations in the future. "It seems to me the republic could live with that," he said.

On another front, Doug Walgren (D-Pa.) has asked House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to hold hearings on the White House's "unprecedented conduct" in restraining the press from covering the invasion.

"Our democracy depends on the ability of the American people to have all points of view regarding government actions," Walgren said in a letter to Dingell. "Limiting reports from that island to sanitized Pentagon briefings and censored Pentagon film clips for days after the first landing is simply not justified and denies the American public an accurate account."

In his opening statement, Kastenmeier said the pendulum was swinging back toward restrictions on civil liberties.

In the past five years, he said, the country has witnessed an executive order increasing the ease of classifying documents; another executive order requiring government employees with access to sensitive information to undergo lie detector tests and to sign agreements submitting to prepublication review; renewed moves to deny "undesirable" political views from being heard by denying visas to certain foreign visitors; proposals to restrict the Freedom of Information Act through specific legislation and through the litigation efforts of the Department of Justice; restrictions on the exchange of scientific communication through the application of export control statutes; executive orders that expand law enforcement authority to conduct political surveillance, and attempts to restrict access to nonclassified information.

Kastenmeier said last week's hearings represented the first of a series of hearings on "1984: Civil Liberties and the National Security State." □



Wirth



Bryant

Wirth's cable bill comes under fire

NCTA is alone in defending plan to lessen regulatory power of local municipalities and allow unregulated data transmission; cities and telcos say that would be unfair

House legislation that would strip municipalities of much of their power over cable and permit cable to compete in the data transmission business unfettered by state regulation was harshly criticized last Thursday (Nov. 3) by House Telecommunications Subcommittee member John Bryant (D-Tex.) and a succession of witnesses at a hearing before the subcommittee.

Abandoned by the National League of Cities, the cable industry found itself all alone during the hearing in expressing unqualified support for H.R. 4103, a companion bill to S.66, which passed in the Senate by an overwhelming vote earlier this year. The bill is sponsored by subcommittee Chairman Timothy Wirth (D-Colo.).

Calling H.R. 4103 a "bail out" for cable operators who want relief from onerous franchise contracts with cities, Bryant introduced an alternative bill (H.R. 4299) just before the hearing that would allow municipalities to retain their existing power to negotiate and enforce cable franchises. "While I have no doubt that adjustments... should be made in many of these contracts, I believe that such adjustments are best made by the parties affected at the local level. I do not believe the cable industry has demonstrated a compelling need for the federal government to abrogate these contracts."

The testimony of Charles Royer, mayor of Seattle and president of the National League

of Cities, was perhaps most damaging to the bill's prospects. Both S. 66 and H.R. 4103 were supposed to have been based on a compromise between the NLC and the National Cable Television Association.

"We have major concerns with virtually every provision of the bill," Royer told the subcommittee, "and cannot support it in its present form." Although Royer continues to support the compromise, he said, H.R. 4103 "includes a number of provisions which we believe do not accurately reflect the compromise or which reflect adverse interpretations of ambiguous or incomplete provisions of the compromise." What's more, he said, support for the compromise among NLC membership has been eroding since the day it was struck and may disappear completely.

Royers and other city representatives who testified were principally concerned with provisions that free most cable systems from rate regulation on all but their lowest tier of service, gives them an expectation of franchise renewal and allows them, in some cases, to renege on franchise promises to provide services and facilities. Speaking for the U.S. Conference of Mayors, Gregory Sparrow, mayor of DeKalb, Ill., said the association shares the same goals for cable as H.R. 4103: "diversity, access and an industry with the capacity to do well financially." But the mayors believe, he said, the goals "can be achieved without erecting a structure which, regardless of initial intent, has the end result of protecting the industry from the marketplace, and from itself."

The sole defenders of the bill were the cable representatives at the witness table. Although they rejected the notion that the



Seattle's Royer



DeKalb's Sparrow



AT&T's Blanz

legislation was a "bail out," they admitted that many cable operators were in trouble because of promises made in the heat of franchise bidding wars. Said Stephen Effros, executive director of the Community Antenna Television Association: "We all know that there are cable operators who simply cannot meet the expectations built into documents that miscalculated costs, misjudged actual consumer demands and were the result of bidding contests that were a blueprint for failure in the first place."

But H.R. 4103 is needed to bring order to the industry for the benefit of all, he said. The absence of the legislation will be chaos, he said. "We see failure all around us. We see law suits, political squabbles, heated accusations and ultimate disenchantment in some cases because of overexpectation, overbidding, overregulation and intransigence."

Complicating passage of the bill is opposition from the telephone industry, personified at the hearing by Robert Blanz, president of Mountain Telephone & Telegraph Co., a part of the Bell system. Blanz objected to the provision that prohibits states from regulating cable as long as cable stays out of the conventional or "switched voice" telephone business. Cable intends to compete with telephone companies for the non-switched voice—data transmission—business, he said, and since telephone companies are regulated by states, the prohibition would put the telephone companies at a competitive disadvantage. "The solution to this dilemma is simple," he said. "Either regulate all who serve this important and growing market or free all of us who contend in the market to compete fairly." Blanz said he supported a legislative alternative (H.R. 4229), introduced by Al Swift (D-Wash.), that would permit state regulators to assert jurisdiction over cable systems that provide data transmission services. Although it was unclear whether Blanz was speaking for the other Bell operating companies, he said he would be willing to consider a compromise, suggested by Drew Lewis, chairman and chief executive officer, Warner Amex Cable Communications, by which telephone and cable would both be deregulated where it is determined that the cable system is competing "head-to-head" with the telephone company.

It isn't just the cities and telephone companies that have found fault with the bill. James MacNaughton, general counsel for the National Satellite Cable Association, which represents the SMATV or private cable industry, argued against the bill's "citizen access" provision, which grants cable companies a "statutory right" to serve tenants in apartment buildings. "No other video distribution system, including SMATV, is granted the same dispensation," he said. "This gives the cable company a tremendous competitive advantage over SMATV." Sue Miller Buske, executive director of the National Federation of Local Cable Programers, complained about the treatment of public, educational and governmental (PEG) access in the bill. The bill allows municipalities to require a "reasonable" amount of channel capacity for PEG access, she said, but it never defines

"reasonable." So unless the word is deleted, she said, franchise negotiations over access channels could bog down and end up in the courts.

Cable operators had one thing to be thankful for at the end of the hearing. Wirth rejected a broadcaster's suggestion that a provision codifying the FCC's must-carry rules be attached to his bill. Noting that the rules are being challenged by Turner Broadcasting System at the FCC, Peter A. Kiser, executive vice president, broadcast division, Evening News Association, warned that their deletion would have a "devastating" effect on local television stations. "Many probably would not survive." But Wirth was unsympathetic. He said that must-carry should be dealt with in the context of cable copyright reform. □

WCFL, WRC sold

Two major group owners sold two major-market AM stations last Thursday (Nov. 3). Mutual Broadcasting's MOR-formatted WCFL Chicago was purchased by Pompano Beach, Fla.-based Statewide Broadcasting for \$8 million. It will be Statewide's fifth radio property. Mutual bought the station in 1978 for \$12 million. The sale leaves Mutual with WHN(AM) New York. On the same day, NBC sold news/talk WRC Washington, which it put on the air in 1923, to Washington real estate developer Joseph Della Ratta for an estimated \$3.5 million.

Comprehensive election coverage urged of public broadcasting

Gergen and Squier tell St. Louis conference of need for gavel-to-gavel and analysis in presidential process

More than 300 public broadcasters in St. Louis last week to preview potential programs for their fall 1984 schedule heard presidential assistant for communications, David Gergen, and Washington-based Democratic political consultant, Robert D. Squier, strongly criticize the commercial network's presidential election coverage as they urged public television to get involved in the 1984 elections on a comprehensive scale.

(The broadcasters, mostly program managers, were attending the annual PBS program fair, where they previewed more than 45 programs which are then voted on and purchased collectively after the conference.)

Gergen, who said he was speaking not as a representative of the government, but "as someone who, instead, pretends to be a student of the Presidency and of the press," said there is no "doubt that there is a relationship between the rise of television and the weakening of the Presidency. I think it's well known that there is a very heavy emphasis in television as opposed to print upon the game... of a campaign as opposed to issues and what's at stake in the election." Gergen said commercial television coverage was too shallow and coverage of the candidates predominately negative.

In contrast, Gergen said there is "a golden opportunity" for public television to provide an alternative to the "show biz" coverage by commercial television, whose major concern, he said, was viewership and ratings. He urged PBS to get away from the "horse race aspect of the elections," using the expanded one-hour *MacNeill/Lehrer News-Hour* as the principal vehicle for the coverage, especially during the primaries.

Squier, who said he was "in almost complete agreement" with Gergen, said he sees public television as a medium conducive to gavel-to-gavel, in-depth coverage of the national party conventions and "the electoral

process at both the national and local levels." It is a forum for "political candidates to explore ideas in depth"; by providing the public with more in-depth information, PBS could help eliminate voter apathy, he said.

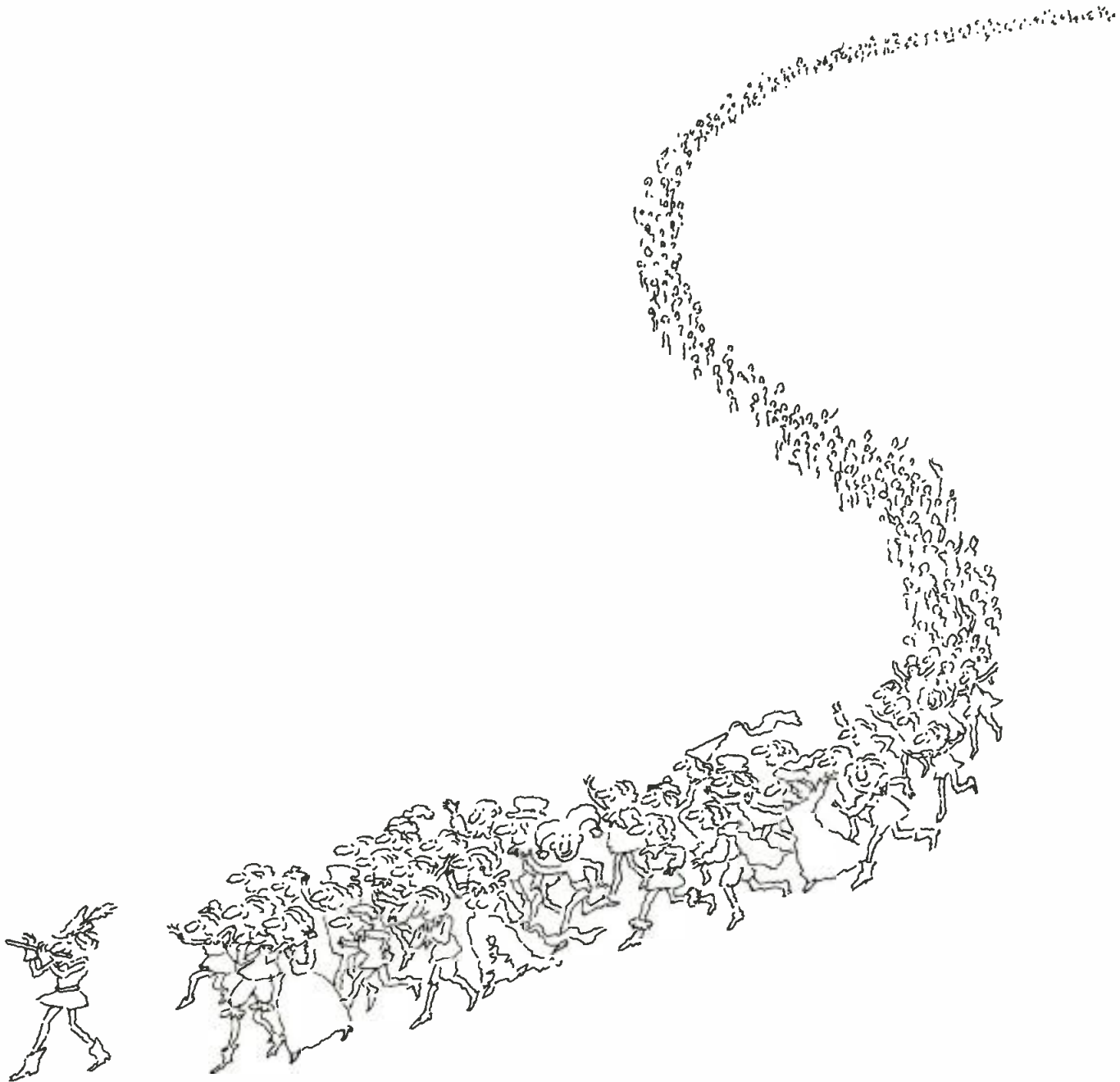
In response to concerns from the audience about the cost of such extensive coverage and the risks of taking on programming "that is losing viewership on the commercial networks," Squier answered that PBS "had no choice. If you're not a player in this system... politicians will never take [PBS] seriously... and you don't stand a chance of getting the financial support you need to get [from] the government."

PBS President Larry Grossman also added his support toward greater PBS election coverage during his closing address. According to Grossman, "the presidential election provides an enormous challenge, a great opportunity and overwhelming responsibility to public television."

Grossman did not say, however, where funds to support such a proposal would come from, although a pool of network resources is one suggestion under consideration.

Among the other issues discussed were proposals by Suzanne Weil, PBS senior vice president for programming, and Peter Downey, PBS senior vice president for program administration and information, to "reallocate programming time and funds in an effort to better boost [PBS] viewership and support." Weil proposed an increase in the amount of "common carriage" time currently agreed to by stations to allow for "an enlarged national schedule in the fall 1984 program season," which she called "the strongest national schedule in the history of public television."

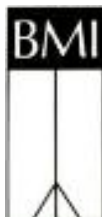
In related discussion, Downey recommended a \$10-million commitment to "a national cooperative tune-in advertising effort," half of which would be used for national PBS promotion and half for "stations locally to complement the national effort." And the New York design firm of Chermayeff & Geismar has been retained to enhance PBS's video and print design efforts. □



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AMIP draws buyers, sellers and the curious

American version of MIP premieres on U.S. soil this week; Australian product seen as most marketable; co-productions may make news

Broadcasters and TV programmers from at least 28 different countries around the world arrived in Miami Beach yesterday (Nov. 6) for the start of the first American Marche International des Programmes (AMIP), a marketplace designed to bring together American buyers with foreign-produced fare.

The field of potential buyers is at least 1,000 strong, according to convention organizers, and includes representatives from some of the largest U.S. communications and advertising companies, while the sellers' side centers on an exhibit hall populated by 103 companies.

Expectations for the event, set to run through Thursday at the Fontainebleu Hilton, include a belief among buyers and sellers that new relationships, leading to co-productions or distribution agreements, will result from the spotlight's having been placed for a change on overseas programming. It is also believed that AMIP will provide an important learning experience for delegates who have had only limited exposure to foreign programming and broadcasting systems.

AMIP organizer Bernard Chevy, who stages four other international program marketplaces in Europe each year, has left the next four days free of scheduled events so that delegates can roam the exhibit hall each day from 9 a.m. to 6 p.m. An opening-night reception, co-sponsored by AMIP and the United Kingdom's Goldcrest Films and Television Ltd., is to take place on the Hilton's Grand Lawn.

Companies exhibiting include some of the world's largest overseas broadcasters and program production companies—Australia's Grundy Organization and Crawford Productions International, Italy's S.A.C.I.S., Japan's Nippon TV Network and Toei Co., Brazil's Globo TV and all three French networks. Notable absentees include the BBC, which may send observers, and the CBC.

Prospective buyers include representatives of Metromedia Producers Corp., Hearst/ABC Video Enterprises, Compton Advertising, Dancer Fitzgerald Sample Inc., MGM/UA, USA Network, Post-Newsweek Stations, Tribune Entertainment, Paramount Television Group, Taft Broadcasting and Cable, Turner Program Services, Telepictures Corp., Viacom Enterprises and Colbert Television Sales. A notable absentee is HBO Enterprises, which is more involved than most U.S. companies in international co-productions, and last week announced the formation of an international program marketing subsidiary (see "Cablecastings"). ABC Owned and Operated Stations had planned to send three representatives, including Phil Boyer, vice president for product development and planning, but last Thursday decided to back out. The ABC O&O division is phasing out use of syndicated product in favor of locally-produced fare anyway, noted Boyer, "so it can be argued that AMIP is something we might be able to skip."

Of all overseas countries to be represented in the exhibit hall, Australia appears to have the greatest presence. Some of its largest companies are attending, and its executives, interviewed by BROADCASTING in recent weeks, express confidence that if sales are made to American buyers at AMIP, they are most likely to be made by Australian producers, who have scored big successes in recent years with feature films in the U.S., and who work in a commercial broadcasting system more similar to that of the U.S. than any other English-speaking country.

Australian television networks are highly competitive, air more American programming than the broadcasting systems of any other overseas market, and tailor programs to include the same amount of commercial time, 12 minutes per hour, as American TV, said Nick McMahon, director of Crawford Productions International Ltd. In recent years, Australian TV producers have become more careful about fine-tuning their programs for international English-speaking audiences, he said, by eliminating slang and avoiding

heavy accents.

"We're a viable alternative source of programming," said McMahon, who maintains Australian prime-time serials are well-produced, faster-paced than most European fare and affordable to U.S. TV stations. The first-run syndication marketplace in the U.S. has been "very dull for the past few years," and dominated by information magazines, he said, "but it looks now to be opening up again to drama."

If the larger companies attending AMIP are actively hoping they will crack the U.S. television marketplace, many smaller companies say the convention will be worthwhile if they come away with nothing more than a better understanding of the U.S. marketplace. "We may not sell any programs," said Josette Affergan, of France's Telemondia KSTV, "but we will find out if there are co-productions that can be done and other relationships that can be made." Among those relationships are new distribution agreements between overseas producers and U.S. distributors.

Buyers headed for AMIP appear to be going largely out of curiosity and to protect themselves against their competition. "If it's viable, I want to know about it before my competition does," said one TV station programmer. Phil Oldham, vice president for programming, Katz Communications, believes co-production agreements are more likely to result from AMIP than outright sales. The cost of first-run syndicated program production has become almost prohibitive, according to Oldham, and "the time is just about right for a sharp American company and an overseas producer to team up for a first-rate dramatic series."

Dean McCarthy, vice president, director of program services, at Harrington, Righter and Parsons, believes the purchase of programs by group broadcasters is a possibility for AMIP, but that regardless of whether sales are made, the convention will have been worthwhile for American broadcasters. "It's a worthwhile experiment that just might provide an alternative source of programming," he said.



Available at AMIP

Billed as the largest exhibition of foreign-produced television programming ever assembled in America, this week's AMIP convention will feature an exhibit hall populated by 103 companies—85 producers and/or distributors of programming, three providers of services such as dubbing, reproduction or standardization, and 15 communications industry publications. Programming from 27 different countries will be available for screening, exhibited by companies varying in size from Australia's Grundy Organization and the United Kingdom's Goldcrest Films and Television Ltd. to smaller producers of cultural and educational programming.

Animation will be in abundance, particularly in Japanese and Australian exhibits. Programming from just about every other genre—from feature films, made-for-TV movies and mini-series, to series and serials, documentaries, sports and children's programming, will also be on hand.

The following is an overview of the companies exhibiting programming, with their major offerings.

Goldcrest Films and Television Ltd., best known in the U.S. for its production of the feature films "Chariots of Fire," "Ghandi" and "Local Hero," would like to become equally well known for production of quality TV programming, according to Steve Walsh, director of co-productions and TV sales, who will be part of the company's delegation at AMIP. Since becoming involved in TV production about 18 months ago, Goldcrest's credits have included *The Far Pavilions*, a six-hour mini-series set to air in January on HBO, and *Concealed Enemies*, a four-hour mini-series about the Alger Hiss case, co-produced with WGBH-TV and set to air in May on the Public Broadcasting Service.

By exhibiting at AMIP, the company hopes to find U.S. co-production partners for two dramatic projects it currently has in the works and to market several others. The first co-production proposal, *The Monte Carlo Casino Story*, is a mini-series of from six to nine hours tracing the story of two families instrumental in building the famous casino. Antenne 2, a major French network, and an Italian broadcasting company are already partners in the project, which has a proposed per-episode budget of \$1.5 million.

The second co-production proposal, *The Matterhorn Flyers*, is an adventure series of 13 52-minute episodes about rescue efforts on Switzerland's Matterhorn mountain. A Swiss production company and a German television station have signed as co-producers, according to Walsh, who said that if an American partner can be found, the per-episode budget for the series could be raised from about \$500,000 to about \$700,000.

Programs for sale from Goldcrest include *The Body Machine*, a documentary series of 26 half-hour episodes, co-produced with Antenne 2 and available for airing in May. It is particularly suitable for U.S. audiences, said Walsh, "because it is visually exciting,"



Goldcrest's "The Far Pavilions"

relying on computer graphics and filming done inside the human body to present the body's design and function rather than explaining it in words.

The World—A Television History, is another 26-part documentary series, based on the British reference work, *The Times Atlas of World History*, and will be ready for airing by the end of 1984. Eight episodes will be available for screening at AMIP.

France's three major television networks, which produce about 2,000 of the 3,000 hours of programming they air each year, will be represented at AMIP by **French Media International**, an organization recently created by the French government to be the exclusive agent for French TV in the international marketplace. Catherine Ancian, who, as director of U.S. sales, is based in New York, said FMI should be able to package the best of French TV more effectively than the networks, Antenne 2, TF-1 and Fr-3, which have been marketing their fare separately and in competition with one another.

FMI will market about 60 hours of programming at AMIP, including three music and entertainment specials, one of them starring singer Randy Newman (one hour), another starring actor/singer Yves Montand (90 minutes) and a third starring new wave singer Brian Ferry (one hour). There are also four mini-series, one of them, *An Orphan's Tale*, which aired on HBO in June and will be available for syndication in the U.S. in 1985. *Vendredi*, a mini-series of three 90-minute episodes, centers around the experiences of Robinson Crusoe's companion, Friday, while *Jackson's Way* follows the adventures of a mountain climber who seeks a new route in the French Alps.

The fourth and newest mini-series, *The Red Widow*, tells the story of Marie Reinart, a mysterious woman who lived at the turn of the century and in whose arms Felix Faure, president of the Third Republic of France, was found dead. French historians have tried to uncover whether the woman was a spy, a courtesan or a murderer.

Documentaries from FMI include *The Story of Oil*, which traces in six one-hour episodes how the world's balance of power shifted with the rise of oil-producing nations

in the 1970's. *Animals of the World*, a wildlife series of 150 half-hours, and one of the most popular series airing on the French network, TF-1, will be available as will a series of three hours or six half-hours on modern dance and a 13-part documentary on famous French painters.

Compix International, which holds the theatrical, broadcasting, cable and videocassette rights to a library of 120 films, is going to AMIP with its complete list. Among its catalog of comedy and adventure films, it also has 80-minute documentaries on Imperial Rome, Michelangelo and the ancient city of Pompeii.

Six-year-old New York-based **Italtoons** will be representing Italian distributors—Italian Swiss Television and Intra Film to name two—along with a number of other European producers. Italtoons has more than 250 titles of its own to distribute, including a large selection of Italian animated feature films, plus three packages of Italian feature films; classics, action drama, and westerns. Italtoons has sold material to HBO, Bravo, Spotlight and Nickelodeon, said Juliana Micodeni, company president. Micodeni said that Italian distributors and producers are gearing up to produce the mini-series they think will sell to the American market—moving away from feature-length films—but that a number of obstacles stand in the way. Principal among them, she said, is that most Italian series have only 13 episodes—too few by American standards—and the second is an unfamiliarity with how the American market works. She worries that small independent Italian companies can't compete with an established state-owned entity like SACIS, which already has a number of co-production deals. Micodeni anticipates a good turnout on the part of sellers, many of whom she noted will be making their first contacts with American buyers.

M.C. Stuart Associates Ltd., a large Australian-based distributor of international programming, will be screening a wide variety of programs, including wildlife series, docu-

mentaries, cultural fare and, children's series, according to company president Max Stuart. He believes the time is right for Australian TV series to break into the U.S. marketplace, where a shortage of suitable syndicated fare is a growing concern among station operators. Stuart's company represents about 40 independent producers, for whom it helps finance the production of programs in exchange for international distribution rights.

Included in the company's file of 87 documentaries to be marketed at AMIP is a series of eight one-hour programs about sharks. Sports programming includes *Surfabout*, a series of 12 half-hours on surfing in Australia, and children's programming includes *The Glumps*, a series featuring animated plasticine figures in a package of 26 short features, each about seven minutes. Other children's fare includes *Simon Townsend's Wonder World*, one of Australia's highest-rated children's series, in a package of 1,000 half-hours, and *Fat Cat and Friends*, a series of 200 half-hours.

The Australian equivalent of ABC-TV's *That's Incredible*, *Ask the Layland Brothers* is available in 104 half-hours as is a dramatic series, *Power Without Glory*, that has sold extensively around the world outside the U.S. in a package of 26 half-hours. A 90-minute ballet special, *An Evening with the Australian Dance Theater*, and a three-hour benefit concert performed by Joan Sutherland and Luciano Pavarotti at the Sydney Opera House are among M.C. Stuart's cultural fare.

□

Australia's **Special Broadcasting Service**, created by the government in 1980 to program a channel specifically for that country's diverse ethnic population, is offering documentaries, sports, children's programming, and drama through its marketing subsidiary, SBS International. From its library of more than 2,500 hours, SBS offers Australia-produced series in English as well as subtitled or dubbed programs produced in other countries.

Programs of note include *Dunera Story*, a one-hour documentary on World War II refugees rounded up in Britain and shipped to Canada and Australia; *My Music Teacher's OK*, a half-hour documentary on teaching children to play piano with the Suzuki method, and *Ulladulla*, a 40-minute documentary about a fishing village in New South Wales built to prominence by Italian families who settled there.

Children's fare includes *Harlequin—A Fantasy of Night*, a one-hour drama based on traditional Italian tale about a young boy who has nothing to wear to a costume party but becomes the party's star after his mother sews him an outfit made of patches of material donated by friends. Sports programming includes four one-hour documentaries on motorcross racing in Australia.

□

The Grundy Organization, one of Australia's largest TV production companies, will offer the rights to 1,494 hours of programming at AMIP through Fox/Lorber and Associates of New York, a company it recently retained to represent it to all U.S. media, including



Grundy's "Sons and Daughters"

pay TV, cable, syndication and home video. Grundy is best known in the U.S. for the game show, *Sale of the Century*, which it produces in Los Angeles for NBC-TV, and *Prisoner of Cell Block H*, a dramatic series that has run in syndication here.

Offerings at AMIP include *The Young Doctors*, one of Australia's longest-running serials, in a package of 1,200 half-hour episodes; *Sons and Daughters*, a serial of 104 half-hours that follows the story of twins, separated at birth and later brought together; *Waterloo Station*, a serial of 40 hours about the working and private lives of members of an urban police force; *Starting Out*, a new serial of 130 half-hours about a group of young medical students and their passage from adolescence to adulthood, and *The Restless Years*, a serial of 390 hours or 780 half-hours about a group of teen-agers who have left school and are struggling to embark on careers.

Series include *Bellamy*, the story of a tough police officer solving violent crimes, in 26 one-hour episodes, and *Taurus Rising*, the story of two powerful families competing for influence, in 20 one-hour episodes launched by a 90-minute pilot. *Bellamy* has been syndicated on a small scale before in the U.S., according to Fox/Lorber's Richard Lorber, while *Taurus Rising* is a series well suited to a run on pay TV, Lorber said.

Made-for-TV movies from Grundy, of which 11 will be screened at AMIP, include *The Newman Shame*, about a man unwittingly caught in a pornographic film, who kills himself after huge cash payments fail to keep the film's makers from releasing it, and *Plunge Into Darkness*, a thriller about an Olympic long distance runner who travels across Australia in pursuit of murderers. Finally, Grundy will offer U.S. rights to a one-hour docudrama on Ronald Biggs, who perpetrated a \$7-million robbery of the Glasgow-to-London train in the 1960's and later escaped from prison, had plastic surgery to change his identity and is said to be living today in Brazil.

□

Among the product that New York-based **WW Entertainment** is bringing to AMIP is a collection of 130 half-hour episodes titled *The Best of Groucho*, a vintage collection of quizmaster Groucho Marx's television show

of the 1950's. WW Entertainment also holds rights for various theatricals, including *The American Game*, *Take It From the Top*, *The Last Hunter*, *Disappearance*, *Children* and *Hunters of Golden Cobra*.

□

Five-year-old Los Angeles-based **Media Home Entertainment Inc.** will be wearing two hats at AMIP. As a distributor of videocassette movies worldwide, it will be looking for additional product to add to its catalog of more than 300 titles. But as a company that has recently moved into some co-production deals with foreign firms it will also be on the lookout for various outlets for those products. The company holds videocassette rights to a broad range of horror, cult, family, special programs and mature fare. MHE's most successful videocassette sale to date is *Halloween*, which has had worldwide sales of over \$4 million. The company's distribution network includes 36 distributors in North America and 45 agents abroad. Among its co-production deals are *Rub-a-dub-dub*, a series of five minute children's tales; *Moonstone Gem*, another children's series, and *The Jungle*, a movie co-produced with Phillipine Television.

□

Programming from **Globo TV**, Brazil's largest television network, will include sports, music specials, series and children's programs for about 30 hours, according to Lisette Stewart, an international sales representative who will join Luiz Borgeth, international sales director, and Jose Filippelli, European sales director, in representing the network at AMIP. Major products include *Slave-girl Isaura*, a series of 30 half-hour episodes about an orphaned slave, raised in the home of a wealthy family, who falls in love with the handsome owner of a neighborhood farm, who, in turn, falls in love with her without knowing she is a slave. The impact on Brazilian culture of *Slave-girl Isaura* which is based on one of Brazil's most popular literary works, has been compared by critics to *Uncle Tom's Cabin*.

Malu, Woman, a series of 44 one-hour episodes from Globo TV, follows the story of a divorced woman with a daughter and a career as a sociologist who tries to live a

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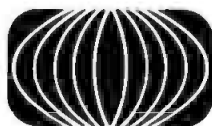
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□

Eureka Productions of Paris, a distribution company representing a number of French independent producers, will market 35 feature films at AMIP, along with made-for-TV movies, series, mini-series, documentaries and specials. The company represents a number of U.S. companies, including Telepictures, Metromedia Producers and Embassy Telecommunications in French-speaking territories, and considers itself well-positioned for arranging co-productions, according to Eureka President Joel Nuffer.

Feature films include "L'Etat Sauvage" ("Savage State"), directed by Francis Girod and starring Michel Piccoli and Claude Brasseur, "Le Part du Feu," a murder mystery directed by Etienne Perier and starring Piccoli and Claudia Cardinale and "The Girl in Blue Velvet," directed by Alan Bridges and starring Piccoli and Cardinale.

Made-for-TV movies include *Pablo is Dead* aired about eight months ago on the French network, on Antenne 2, and documentaries include *Overclimbing*, a three-part series on mountain climbing.

□

Although it "quite deliberately" held back the North American rights at MIP '83, **London Television Services** this time is bringing its popular *Perspective* series to Miami. Peter Coldham, LTS's director of marketing, said 13 of the half-hour science series are in the can, while another 13 are expected to be completed by the end of the year. Like others attending the first MIP, he's looking to cable and PBS as prospective buyers, as well as "the LPTV sector," although Coldham acknowledges "that may not yet be a market." LTS is also a major licensor of stock film footage.

□

Television in the Soviet Union, composed of three channels programmed by the **State Committee for TV and Radio**, will be presented by its exclusive agent in the U.S., Media Transactions Corp. of New York. Programs include: *Evident and Probable*, a popular science series that has become one of the U.S.S.R.'s five most-watched programs, in a package of 13 episodes, each about an hour long. Episodes featured include *The Secret of the Planet Earth*, about the emergence of life on Earth and the possibility of life in space; *Higher, Faster, Farther*, about the history of Soviet aviation and *Alive Universe*, about pulsars, quasars and black holes.

Also to be offered are five movies that might be described as family entertainment. *Children Like Children*, *French Lessons*, *Strange Adults*, *Seven Stories About the First Love* and *The Sad Bugle* all center on themes of growing up.

A delegation of officials from the State Committee for TV and Radio, including its vice chairman, Vladimir Popov, had been planning to attend AMIP, according to con-

vention organizers, but canceled their plans last Wednesday. Political reasons are thought to have been behind the last-minute decision.

□

One of Australia's largest TV program producers, **Crawford Productions International Ltd.** of Victoria, is marketing a library of nearly 1,500 hours of series, according to Nick McMahon, who will direct his company's efforts at AMIP. For the most part, Crawford has found the U.S. "an elusive market" in program sales, said McMahon, although the company recently co-produced a mini-series, *All the Rivers Run*, with HBO. The eight-hour program recently captured the highest ratings ever for a mini-series on Australian TV, he said.

Crawford fare to be offered includes a new series, *Carson's Law*, which has been airing on Australia's 10 network for about nine months and is available in a package of 110 hour-long episodes. Set in Melbourne in the 1920's, it follows the story of a lawyer and her family. *Cop Shop*, a serialized drama that has been compared to *Hill Street Blues*, is now in its sixth year on Australian TV, is available in a package of 550 hours.

Also available is a six-hour mini-series, set to go into production in January about a young doctor who serves in the Royal Flying Doctor Service, an organization that flies physicians to the outback to treat ranchers, researchers and other people living in Australia's wilderness. In the six-hour mini-series, the flying doctor falls in love with an American who has come to live in the town where he is stationed.

Zoo Family, a children's series of 26 half-hours, follows the adventures of three children who, because their father is veterinarian to the Melbourne Zoo, have the unusual opportunity of living there.

□

Stemex Films, Rome, a seven-year-old company will principally be showing comedies and feature films from among its catalog of 500 theatricals.

□

In addition to seeking co-production opportunities, French TV producer **Europa Films** will market two six-hour mini-series, *The Count of Monte Cristo* and *William the Conqueror*, and a one-hour made-for-TV movie, *Zacharius*, based on a novel by Jules Verne. Projects in the works at the company, according to Claude Coen, president, are documentaries on Julius Caesar and actress Sara Bernhart.

□

Nomad Films International is a seven-year-old Australian company that specializes in producing documentaries for sale to the world television market. To date, it has sold programs and series to France and Germany among others, as well as having its series appear on the Australian Broadcasting Corp.'s channel 2 and channel 10. Programs it will be showing at AMIP include *Breakthroughs*, a series of 13 half-hour programs on advances in medicine, with many portions filmed in the U.S., *Pintubi*, described as a "dramatized documentary," and a series

of four half-hour programs tracing the story of Australian Aborigines from their first contact with white men to the present. Also, *The Land of the Dragon*, a documentary of four half-hour programs contrasting various lifestyles of the Bhutan culture in the Himalayan mountains. Douglas Stanley, Nomad Film's managing director, will also have on hand two finished programs of an eight-part series on Jerusalem, focusing on how the Jews, Christians and Moslems each view it as the Holy City.

□

Shogun Warriors, a Japanese animated children's series that has been re-edited and dubbed for American audiences and an Americanized version of an all-male burlesque ballet produced in France, are among programs to be offered by **Enterco Ltd.**, a Culver City, Calif.-based distribution company that also holds the rights to 3,000 classic films currently in the U.S. public domain, including the original versions of *Farewell to Arms* and *Don Quixote*.

Toei Animation of Japan, one of the world's largest animation houses, produced *Shogun Warriors*, according to Enterco president Walter Baxter, who holds worldwide rights to the series of 130 half-hours. *Ballet Trocadero*, a one-hour special on an all-male dance company, highly popular in Europe, filmed during a performance in Monte Carlo, is being re-edited for American audiences by Enterco, which will have a 15-minute promotional tape of the show for screening at AMIP.

Enterco's offerings also include a series of six 90-minute animated features from the Netherlands and a British-produced rock 'n' roll special on the punk band, Classics Nouveau.

□

D.L. Taffner will be representing several Australian, Canadian and British producers, including England's Thames Television. Among the programs it will have available are *Silent Reach*, an Australian action-adventure series of five one-hour episodes. From Canada, *Comedy Tonight*, a series of 13 half-hour programs exploring the different genres of humor with segments from the acts of various comedians. Also from Australia, Taffner will have on hand two period series, *Tandarr* (13 one-hour episodes) and *Cash & Co.* (13 one-hour episodes), set in the early part of the nineteenth century when Australia was being settled. From Thames Television there will be several live children's series, including *Hunter's Gold*, *Coral Island*, and *S.W.A.L.K.*, the last which stands for "Sealed with a Loving Kiss." Taffner's Christiana Thomas said she is principally going as a seller, but, because she expects a heavy turnout of other sellers, will also be on the lookout for products with potential for distribution.

□

Nippon Television Network, Tokyo, will principally be showing animation series, all dubbed in English. Programs include *Astro Boy* (51 half-hours), featuring a little boy with Superman-like powers, and a dramatic spy series titled *Ninja* (17 one-hours). Nippon also has a one-hour documentary titled

The Toast of Seven Continents

ROUND
TOAST

The Great Pyramid, which has been nominated for an international Emmy Award.

□

Ireland's RTE network will show several mini-series, including *Caught in a Free State* (four one-hour episodes); *The Year of the French* (six one-hour episodes), based on the political novel of the same title; a one-hour drama titled *Night in Tunisia*, and a one-hour play titled *Access to the Children*. In addition, RTE's Miami AMIP catalog will include six documentaries and two music programs, all produced in Ireland for Irish television.

□

Croce del sud Cinematografica, a 15-year-old Rome-based distributor will have on hand a package of 55 feature films, plus documentaries and a series of sports specials. In addition, the company holds worldwide distribution rights for programs produced outside Italy, as well as import programs for Italian television. Company director Francesca Santini said The Disney Channel has expressed interest in licensing some of its product, and talks at present are under way.

□

Kastel Productions, an Israeli production company with offices in New York, will screen *Encounter In the Desert*, a docudrama about the relationship between two Western and two Bedouin children. Produced in English and syndicated in Denmark and Australia as well as Israel, *Encounter* contains seven half-hours episodes. Other programs at AMIP from Kastel include *Hello Jerusalem*, a women's talk show that has been airing since April 1982 on the U.S. Satellite Program Network. The best of *Hello Jerusalem* is being offered for TV syndication in a package of 52 episodes, each 45 minutes long.

Innocents Abroad, a series of 10 short documentaries, each about five minutes long, profiles Americans living today in Israel and a half-hour special highlighting religious sights in the Holy Land is being marketed as a Christmas or Easter holiday special. Micha Shagrir, who heads the Kastel delegation at AMIP, said his company is also offering to lease its video production studio and satellite uplink in Jerusalem to U.S. news organizations for use in filing reports. Currently, Metromedia Television and the Cable News Network are using the facilities. Dan Azazi, who is helping staff the Kastel booth at AMIP, will negotiate with companies interested in using the production and transmission facilities, said Shagrir.

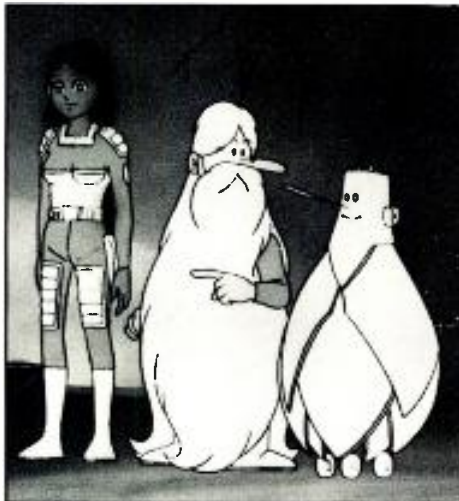
□

Film Option International, a five-year-old Montreal-based distributor "hasn't explored the U.S. market all that well," but believes it has some programs that could find their place on the cable networks or public service networks, according to General Manager Maryse Rouillard. FOI's list of programs includes *The Encore Series*, a package of more than 40 one-hour specials of live performances at the annual Montreal Jazz Festival, plus a children's program titled *The Secret Railroad* (13 half-hours) and a puppet animation series, *Adventures of Christopher*

Microbus (26 half-hours). Its family entertainment programming includes *The Transistors* (six 49-minute programs) and a live action drama, *The Zig Zags* (six half-hours). It recently sold one episode of *Transistors* to CBS for its *Children's Festival*.

□

One of Europe's largest animation companies, the Paris-based **Procidis**, will screen a number of children's series, including *Zoom the White Dolphin*, a package of 26 episodes of 13 minutes each about a group of children and adults who befriend a family of dolphins. An educational series, *Once Upon a Time—Man*, and its sequel, *Once Upon a Time—Space* are among the company's premiere offerings, according to a spokesman, who said the series traces the history of man from the beginning of time through odysseys in space by following the adventures of one



Procidis's "Space"

family. The series and sequel contain a total of 52 half-hour episodes.

Jeremy, another animated children's series, stars a teddy bear in a package of 52 episodes, each 15 minutes long. *Graine d'Ortie* (*Nettle Seed*), a series of 13 half-hour episodes, follows the life of an adventuresome young orphan who lives with a number of different families as he grows up. *Where the Sky Begins* traces the early history of aviation in Europe, from the flight by Otto Lilienthal to the first crossing of the English Channel by Louis Bleriot, in a series of 14 half-hour episodes.

Each of the series from Procidis is available in English. The company has sold its cartoons in many markets outside France, including a number in the Far East, but has not yet been able to crack the U.S. market. It looks to AMIP as a test of interest in the U.S. for foreign programming.

□

Parafrance Productions International, which recently acquired 80% of Telecip, one of France's largest TV production companies, will screen 10 feature films at AMIP, including *Gwendoline*, *Street of the Last and Stars*, according to Michael Gue, who leads the delegation from the company. Because acquisition of Telecip was completed only recently, Gue said it is unlikely Parafrance will screen any programming from the company at AMIP.

Among new companies exhibiting at AMIP will be **European Films for America**, a New York-based distributor of classic films headed by Daniel Bocly, former chief of production of United Artists in France. Bocly's library of 51 films includes *Traffic*, a comedy starring Jacques Tati; *Army of Shadows*, a drama about the French resistance, starring Simone Signoret and Lino Ventura; *The Quarry*, starring Jane Fonda, Peter McEnery and Michel Piccoli; *Cartouche*, starring Jean Paul Belmondo and Claudia Cardinale, and *La Terrace*, starring Marcello Mastroianni and Vittorio Gassman.

Bocly, who has had some of the films dubbed or subtitled and is willing to provide dubbing as part of a sale to an American distributor, owns the U.S. and Canadian rights to the films for all media.

□

Unifrance Film, an association of French filmmakers, will represent three and possibly four production companies at AMIP, according to Daniel Laclaviere, who leads the delegation. Children's programs, feature films, and documentaries will be available from Inter Cine TV, Eurocine, Union Generale Cinematographique and possibly, Celine Films. Details on the programs were not available at press time.

□

A jazz concert performed by British star Clive Lane, a one-hour documentary on marathon running, feature films and children's programs are among fare to be screened at the booth of **All Media Enterprises**, the marketing subsidiary of D.N.M. De Montignia Media Productions of South Yarra, Australia. Stewart Chilton, marketing director for the company, said about 100 hours of programming is available overall, including the made-for-TV movie, *Summer City*, in which actor Mel Gibson had his first starring role.

The Clive Lane Collection, a 90-minute special filmed during a concert in Melbourne, features one of Europe's most popular performers, said Stewart, while *Marathon One* offers highlights of the race run earlier this year between Australian marathoner John de Castello and Roberto Salazar of the U.S. Feature films include two dramas *Taxi* and *Duet for Four*, and a comedy, *Dimboola*.

□

Film Center Ltd., an Australian production and distribution company, will screen a 13 part documentary about wildlife in Australia, entitled *Fauna*, as well as a 13-minute feature on Margaret Court, a tennis player who once won the grand slam. *It Began with Excalibur*, a 13-minute animated documentary on the making of steel, is also available as is *The Newman Connection*, an 11-minute feature about the building of a railroad. A second wildlife series features four 25-minute episodes, one on the bandicoot, a marsupial native to Australia, another on desert flora and fauna, a third on the Abrohlos Islands, and a fourth on wetlands ecology.

□

Music and dance programming are the specialty of **Telemondis**, a Paris-based production company that plans to screen, among other

As seen on TV.



CHARIOTS OF FIRE

**Best Film
Best Screenplay
Best Music
Best Costume Design**

1982 Academy Awards: Chariots of Fire

GANDHI

**Best Picture
Best Director
Best Actor
Best Screenplay
Best Cinematography
Best Editing
Best Art Direction
Best Costume Design**

1983 Academy Awards: Gandhi

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throughout the world.

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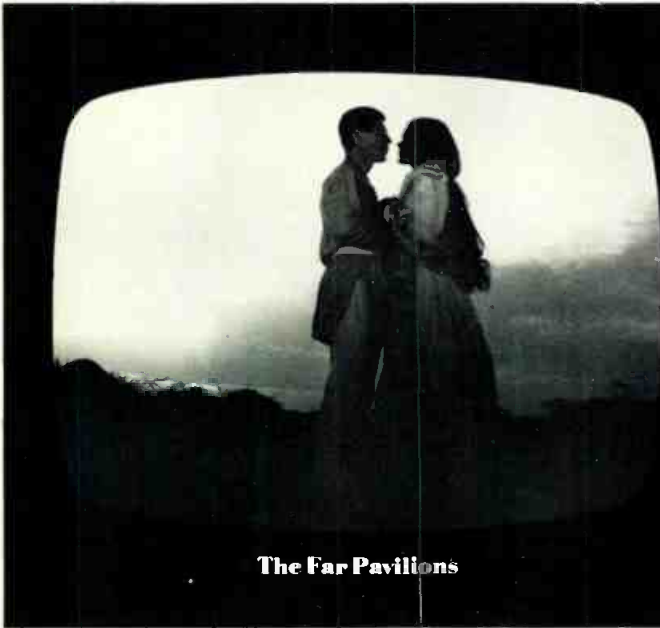
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GOLDCREST

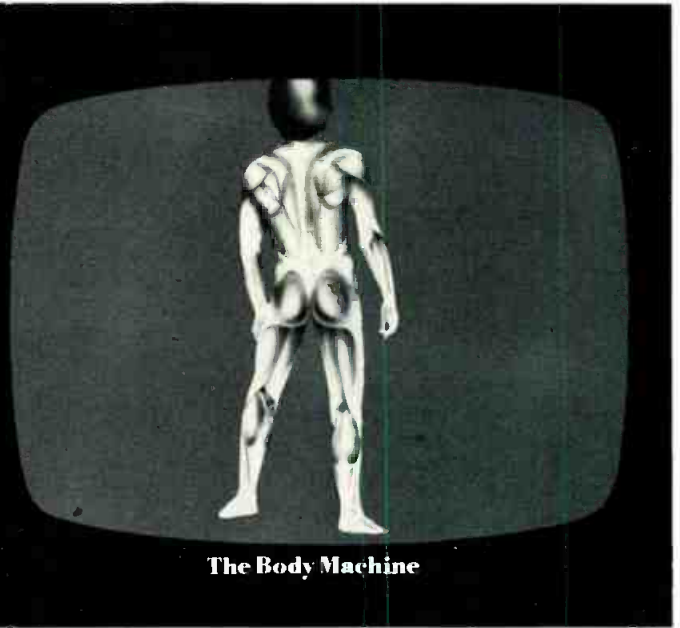
Golderest Films & Television Limited, 51 Holland Street, Kensington, London W8 7JB. Tel: 01-937 8022. Telex: 267458 GOLDCR.
At AMIP come and meet us on the Golderest **Stand 501**: Jake Eberts Chief Executive Bill Gavin Director of Distribution and Marketing
Steve Walsh Director of Co-Productions and TV Sales Mike Wooller Managing Director TV Guy East Director of Feature Film Sales.



The Goldcrest TV guide to programmes in production or available now.



The Far Pavilions



The Body Machine

Drama

The Far Pavilions

Mini-Series 3 x 2 hours. \$12m series set in India at the time of the turbulent British Raj, starring Ben Cross, Amy Irving, Omar Sharif, Sir John Gielgud, Christopher Lee and Rossano Brazzi.

First US screening on Home Box Office Spring 1984.

Robin Hood

The first Robin Hood TV series for a quarter of a century.

A Goldcrest/HTV co-production. Completion January 1984. 6 hours in post-production, 26 hours planned for 1984/85.

First US screening on Showtime.

Concealed Enemies

Mini-Series 4 x 1 hour.

A dramatised version of the celebrated Alger Hiss case, starring Peter Reigert as Richard Nixon, John Harkins as Whittaker Chambers and Edward Herrmann as Alger Hiss.

A co-production with WGBH Boston. Completion April 1984.

First US screening on American Playhouse in May 1984.

Documentary Series

The Body Machine 26 x 26 minutes. \$4m film encyclopaedia of the inner and outer functions of the human body presented by Professor Christiaan Barnard featuring every video and photographic technique known to man. A co-production with Antenne 2 France. First episode available now,

completion scheduled May 1984.

The World - A Television History

26 x 26 minutes. The first ever video and film atlas of world history. 8 episodes available, 18 more in production.

Completion late 1984.

The Wine Programme

6 x 30 minutes. A highly successful and amusing introduction to the world of wine.

How We Learned to Ski

6 x 30 minutes. Filmed on location in Switzerland and Colorado, the series follows the trials and tribulations of three groups (beginner, intermediate, advanced) who learnt to ski with Ali Ross.

World premiere British Television November 1983.

Single Documentaries

The Front Line

2 versions - 55 or 78 minutes.

An extraordinary film about how ordinary people survive in war-torn El Salvador. A John Gau production with Channel 4, U.K. and WGBH, Boston.

El Salvador's Crucified Church

25 minutes. Even the Catholic church is divided in El Salvador.

A Passion to Protect

2 versions - 55 or 45 minutes. Millionaire, John Aspinall spends all the money he earns from his gaming tables on collecting and breeding some of the world's rarest animals.

Deep into the Blue Holes

55 minutes. A fascinating underwater expedition set in caves beneath the

Bahamian island of Andros.

A John Gau production.

The Making of a Local Hero

52 minutes. Star, Burt Lancaster, Oscar winning producer David Puttnam and award winning director, Bill Forsyth are seen on location in Scotland and Texas.

Arts, Drama, Entertainment

Gastank 6 x 50 minutes.

Rock music/chat shows presented by Rick Wakeman and featuring top musicians. Widely sold outside the US.

Shakespeare's Sonnets 15 x 10 minutes.

Internationally known stars read and academics and writers analyse Shakespeare's best-known sonnets.

Children's Programmes

Tottie - The Story of a Doll's House

5 x 15 minutes. A five-part series for very young children featuring what happens inside a dolls' house when the owners go away.

The Bubbliies 52 x 5 minutes.

An animated puppet series featuring the inhabitants of Bubbletown and their pop orchestra.

Many of these programmes have already proved popular in markets throughout the world.

To find out more about them and the possibilities in your market talk to us on our stand at AMP.

GOLDCREST



The Goldcrest TV guide to forthcoming programmes with co-production or presale possibilities.



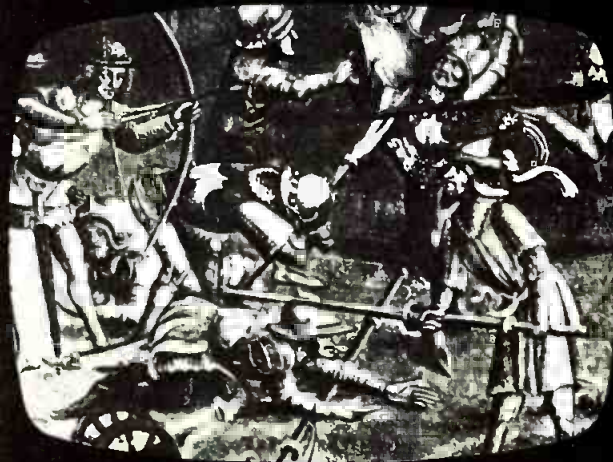
The Monte Carlo Casino Story



The Matterhorn Flyers



A Christmas Carol



Warfare

The Monte Carlo Casino Story

Mini-Series. Shooting on location in Monte Carlo and Paris in late 1984. The extraordinary tale of two families who together made Monte Carlo what it is today. A Goldcrest/Antenne 2 co-production in association with Action Take One Ltd.

The Matterhorn Flyers

Series 13 x 52 minutes.

Shooting in the Swiss Alps in 1984.

Thirteen action-packed dramas based on the achievements of Air Zermatt whose helicopter pilots do more than 700 mountain rescue missions each year.

A Christmas Carol

1 x 60 minutes. Available September 1984. Extract available on cassette. A brilliant new special based on Charles Dickens' famous book.

Assignment Adventure

13 x 52 minutes. In production. Thirteen adventure documentaries shot throughout the world.

Warfare

13 x 52 minutes. How the art of war, weaponry and tactics have evolved and changed the course of history.

A Goldcrest/BBC co-production.

The Good Cook

13 x 26 minutes. An exciting new cookery series featuring Richard Olney, based on the Time/Life books. Pilot available.

The programmes on this page are available for presale and co-production deals. So if you're interested in becoming involved in any of these exciting new programme concepts, come and talk to us on Stand 501 at AMIP.

GOLDCREST



things, a one-hour special on Julio Iglesias, *Vivian Reed in Paris*, a one-hour special on an American singer/dancer who has become a popular star in France, and a one-hour Joan Baez concert, recorded in Paris.

Telemondis will also offer a catalog of 31 ballet specials, all choreographed by Roland Petit, including *The Nutcracker*, *Proust Remembered* and *Carmen*.

□

London-based **Enoki Films Ltd.**, specializes in distributing Japanese-produced children's programs and cartoons to the European market. The 12-year-old company has a catalog of 15 programs, ranging in length from 26 to 52 half-hour series, that it plans to show in Miami. Most of the programs are ready-dubbed in English, EFL vice president Yoshi Enoki said. He's looking to sell to pay TV or North American syndicators.

□

SACIS, the Rome-base exclusive worldwide distributor of RAI, Italy's state broadcasting network, will be bringing several new made-for-TV series along with classic Italian theatricals. Among the new series are a dramatization of the roots of organized crime, called *The Octopus* (five one-hour episodes), and *Cuore*, the classic children's tale (six one-hour episodes). SACIS also is featuring *Don Quixote* (five one-hour episodes) and *Quovadis*, which it is looking for a co-producer.

Richard Iotti, a SACIS television sales executive, said that while the recent closing of the USA/TeleFrance cable network was "a big letdown" for all foreign distributors seeking entry into the American market, he believes that this country "may be getting tired of sitcoms," and instead may be ripe for fresher product. He likened the spirits of many foreign distributors looking to sell in North America "almost like the dream of young actors going to Hollywood and making it big." SACIS has realized, Iotti said, that its programs are "not for everybody," so it is trying to market for specific demographics.

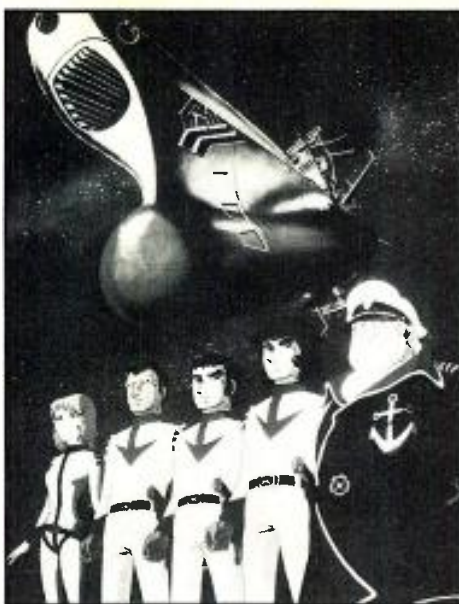
□

Central Independent Television, one of England's independent television companies, will be on hand with its complete catalog of dramas and documentaries. CIT has produced the mini-series *Kennedy*, which will air on NBC-TV Nov. 20-21. Among the programs it will bring are *Auf Wiedersehen, Pet*, a 13-hour mini-series about British construction workers in Germany seeking their fortunes; *Frontier*, a three-hour documentary filmed in North and South America about the cocaine trade, and *The Decade of Destruction*, a three-part documentary on the destruction of the South American rain forests.

□

Star Blazers, the American version of a Japanese animated series that attracted a large cult following in Europe and the Far East, and a pair of rock 'n' roll music specials are among the programs to be offered at a booth shared by **Westchester Films**, New York, and **Tyne Tees Television**, a British production company.

Westchester Films, which is co-owned with ARP Films, syndicator of the animated



Westchester's "Star Blazers"

series, *Spider Man* and *Incredible Hulk*, is representing Academy Productions of Japan by handling U.S., Canadian and European rights to *Star Blazers*. The series of 77 half-hour episodes is an Americanized version of Japan's *Space Cruiser Yamamoto*, a series that has spawned three feature films, fan clubs, soundtrack LP's and heavy merchandising in overseas markets where it airs. A full symphony orchestra performed background music for the series and animation used is said to contain many special effects not typically used by American cartoon producers. Westchester holds merchandising rights to the series, as well as syndication rights.

In addition to its rock 'n' roll specials, *The Tube* and *Razzmatazz*, Tyne Tees will be screening a 90-minute children's docudrama, *The World Cup: A Captain's Tale*, based on a true-life sporting adventure, and *Andy Robson*, an adventure series of 20 half-hours that is set at the turn of the century. Westchester Films has recently been appointed U.S. representative for Tyne Tees.

□

TV Ontario, the Toronto-based educational network, will be carrying a long list of documentaries, current affairs and children's programs to AMIP. Programs include *Body Works* (40 10-minute episodes), an exercise program aimed at children aged 6-14. Also, *The Movie Show*, a popular weekly movie review show hosted by entertainment critics from the *Toronto Sun* and the Canadian Broadcasting Corp. That program premiered Oct. 12 and there are eight completed shows. In children's programming, the catalog includes *Today's Special* (77 half-hour episodes), which is carried by the Nickelodeon cable network, and *A Polka Dot Door* (185 half-hour episodes). A series called *A Different Understanding*, which focuses on various physical and emotional illnesses, will also be available (44 programs of various lengths).

□

Children's programs and documentaries are the principal programs being offered by 17-

year-old **Les Productions** via Le Monde Inc., a Montreal-based distributor of French, English and Spanish programming. Among the children's programs that will be available are *The Friends of My Friends* (13 half-hour episodes) and *Indian Legends of Canada* (14 half-hours). Another children's series, *Legends of the World*, has 13 half-hour episodes already completed production and another 13 planned. Documentaries include a one-hour special titled *Coffee*, about the coffee trade, and *Cosquin '83*, another one-hour special on a major South American folk festival. Another children's hour special, *The Initiation of a Shaman*, is about the coming of age of an Amazon Indian tribal chief.

□

China Central Television, a late addition to the list of AMIP exhibitors will screen about 10 to 15 hours of programming, including sports, documentaries and television plays. Guo Bao Xiang, an official with the network, will lead a delegation of three other Chinese TV officials at the convention.

Booth-by-booth

The following is a complete list of firms exhibiting at AMIP. Included are company addresses, booth numbers, staff members attending and the products being shown. An asterisk indicates a new product or service.

Antenne 2 506

30 Avenue George V, 75008 Paris

Australian Film Commission 629-31, 730-32

8 West St., North Sydney NSW 2060

Staff: David Field, Mike Harris.

Balfino AG 920-22

Gagoz 863, 9496 Balzers, Lichtenstein

Belbo Film Prod. 301-03

8 Burg V Hellenberg Huberlaan, 1217 LK Hilversum, Holland

Best Seller Production 1105-07

25 rue des Dames, 75017 Paris

BROADCASTING 208

1735 DeSales St., NW, Washington 20036

Cascom 951-53

Cella Films 416

Central Independent TV 418-22

35-38 Portman Sq., London W1A 2H2

Kennedy, Auf Wiedersehen Pet, Frontier, The Decade of Destruction.

China Central Television 950, 1004

2 Fuxingmenwai St., Beijing

Sports, documentaries and television plays.

Cintheque 409-11

130 rue de Courcelles, 75017 Paris

Compagnie Libanaise 910-12, 1110-12

78 rue Raymond Poincare, 75116 Paris

Complex International 821, 23

Viale Liegi 44, Rome 00198

Library of 200 feature films. Staff: Knud

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receiving it, it will be repaired and on its way back to you. If we cannot repair it within 48 hours, we ship a new replacement unit.

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Hansen, Anna Hansen, Carlo Hansen, Susan Hansen.

Crawford Productions 625-27
259 Middleborough Rd., Box Hill, Victoria, Australia

All the Rivers Run, Carson's Law, Cop Shop, Zoo Family.

Croce del sud Cinematografica 1009-11
Via Cesare, Beccaria 94, Italy

DNM Prods.
Box 478, South Yarra, Australia

Summer City, Clio Lane Collection, Marathon One, Taxi, Dust for Four, Dimboola.

E&C Productions 611-15
4421 Lankershim Blvd., N. Hollywood, Calif. 91602

English and Spanish dubbing. **Staff:** Edith Ponton, Carlos Ponton.

Egyptian Radio & TV Union 907-09
Box 2233, Cairo, Egypt

Enoki Films Co. 1016-18
Castle House, 25 Castlereagh St., London W1H 5YR

Star Fleet (24), Tom Sawyer (49), Swiss Family Robinson (50), Belfy and Lillibit (26), Pettite Pollon (46), Macross (36), Yoopee Rescue Squad (156), Goshu the Cellist, Happy Yappy Wood, Don Dracula, Legend of the Stone Face. **Staff:** Yoshi Enoki, Yoshinori Enoki, Sachiko Kitazawa.

Enterco 705-07, 806-08
10170 Culver Blvd., Culver City, Calif. 90230

Shogun Warriors, Farewell to Arms, Don Quixote, Ballet Trocadero.

Eureka Productions 316-18
8 rue de la Bienfaisance, 75008 Paris

L'Etat Sauvage, La Part du Feu, The Girl in Blue Velvet, Pablo is Dead, Overclimbing.

Europa Films 617-19, 718-20
99 rue de Courcelles, 75017 Paris

European Films for America 313-17
1370 Avenue of the Americas, New York 10019

Library of 50 European feature films, including Traffic, Army of Shadows, The Quarry, Cartouche, La Terrace. **Staff:**

Daniel Bocly, Marisol Begassiere, Sidney Tenoudji, Florence Tenoudji.

Euro-Cine 414

Film Centre 424-30
42 Harcourt St., Bassendean, Western Australia

The Grand Siam, It Began with Excalibur, Newman Connection, Fauna. **Staff:** David Moore, Peter DuCane.

Film Polski 1006-08
Mazowiecka Str. 6/8, 00-048 Warsaw

Film Option Intl. 706-08
4034 Dorchester, W. Montreal H3Z 1T9

The Encore Series, The Secret Railroad, Adventures of Christopher Microbus, The Transistors, The Zig Zags.

Five Star International 815-17
211 E. Grand Ave., Chicago 60611

Fouad Antoun Productions 903-05
32 rue Parmentier, Nevilly 92200, France

France Media International 401-03, 502-04
78 Avenue Raymond Poincare, Paris 75116

Vendredi, Jackson's Way, Orphan's Tale, The Story of Oil, Animals of the World, Telechat.

Global Video Communications Corp. 931
744 W. Church St., Orlando, Fla. 32805

Standards conversion, film to tape transfer and videotape duplication services.

Staff: Catherine Malatesta, Frank Knies, Jerry Kurtz, Elaine Connors, David Antoniak.

Gold Productions 412
10 rue Marbeuf, 75008 Paris

Goldcrest Films and Television 501-05, 602-06

51 Holland St., Kensington W8 7JB England
Concealed Enemies, The Body Machine, Robin Hood, A Christmas Carol, How We Learned to Ski, The World—A Television History, The Far Pavillions, Assignment Adventure, Matterhorn Flyers, Monte Carlo Casino Story, Warfare. **Staff:** Jake Eberts, Mike Wooller, Bill Gavin, Steve Walsh, Guy East, Rosemary Krupa, Julia Blackshaw.

Grundy Organization 521-25
425 E. 63d St., New York 10021

Prisoner of Cell Block H (364), Restless Years (781), Young Medics (1,396), Punishment (26), Bellamy (26), Taurus Rising (20), Sons and Daughters (320), Runaway Island (7), Waterloo Station (40), Starting Out (85), All at Sea, The Alternative, The Death Train, Demolition, Gone to Ground, Image of Death, Mamma's Gone A-Hunting, Newman Shame, Night Nurse, Plunge into Darkness, Roses Bloom Twice, Scalp Merchant, Poor Fella Me, Seven-Million Dollar Fugitive, Sale of the Century. **Staff:** Ian Holmes, Bob Crystal, Tom McManus.

Hachette Audio 423-25, 524-26
12 rue Francois, Paris

I.E. International Cinehollywood 919-25

Via Bellerio 30, 20160 Milan, Italy

Intra Films 419-21
No. 6 Largo Ponchielli, Rome

Intercartoon (see Rever) 308-10

International Video and Film Rights Association
1800 Avenue of the Stars, Los Angeles 90067

International title registration of film and video titles. **Staff:** John Austin, David Abrams, McKinley Williams.

Iris TV 937-39
9 rue Commandant Pilot, Nevilly 92200 France

Italoons Corp. 417
32 W. 40th St., New York 10018

Bread Love and Dreams* (15), Four Dollars of Revenge* (15), The Gang that Sold America* (15), (all film packages), plus children's specials and cultural programming. **Staff:** Givliana Nicodemi, Robert Leverone.

Kastel Productions 918
c/o Jerusalem Communications

11 W. 25th St., New York 10010
34 Yitzhak Sadeh St., Tel Aviv 67212

Encounter in the Desert, Hello Jerusalem, Innocents Abroad and religious holiday specials. **Staff:** Micha Shagrir, Zvi Gil, Dan Arazi.

Keryx-Film 1101
Rudolfsplatz 7, 1010 Vienna

Religious, children's cultural and educational programs, feature films and documentaries. **Staff:** Karl Vospernik.

Latin American Independent 622-26
Lorenal B, Piso 5 of 52, Chuao, Caracas, Venezuela

Library of 31 feature films, documentaries. **Staff:** Julio Neri, Jorge Jezerkas, Mercedes Neri, Roberto Marquez, Ralph Marquez.

Les Productions Via Le Monde 605-07
326 St. Paul Ouest, Montreal H2T 2A6

The Friends of My Friends, Indian Legends of Canada, Legends of the World, Coffee, Cosquin '83, The Initiation of a Shaman.

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Philadelphia	WTAF	Norfolk	WTVZ	Colorado Springs	KOAA
San Francisco	KRON	Charleston, WV	WVAH	Madison	WISC
Boston	WCVB	Harrisburg	WPMT	Lafayette, LA	KADN
Detroit	WKBD	Scranton	WDAU	El Paso	KVIA
Washington	WTTG	Albany-Schen.	WXXA	Savannah	WTOC
Dallas	KTXA	Greensboro	WJTM	Ft. Myers	WEVU
Cleveland	WUAB	Dayton	WHIO	Columbus, GA	WXTX
Houston	KTXH	Flint-Saginaw	WEYI	Binghamton	WICZ
Pittsburgh	WPGH	Shreveport	KTAL	Amarillo	KJTV
Miami	WCIX	Tulsa	KOKI	Duluth	KDLH
Seattle	KCPQ	Richmond	WRLH	Yakima	KAPP
Minneapolis	KMSP	Little Rock	KLRT	Terre Haute	WBAK
Atlanta	WANX	Wichita	KWCH	Joplin	KOAM
Tampa	WXFL	Knoxville	WKCH	Beaumont	KBMT
St. Louis	KPLR	Mobile-Pensacola	WEAR	Corpus Christi	KIII
Denver	KWGN	Albuquerque	KGSW	Reno	KAME
Sacramento	KTXL	West Palm Beach	WFLX	Traverse City	WPBN
Indianapolis	WTTV	Fresno	KMPH	Boise	KTRV
Baltimore	WJZ	Jacksonville	WJKS	Lubbock	KJAA
Hartford	WTXX	Green Bay	WLRE	Erie	WSEE
Portland, OR	KPTV	Rochester	WUHF	Topeka	KLDH
Phoenix	KNXV	Omaha	KMTV	Midland/Odessa	KTPX
San Diego	XETV	Spokane	KXLY	Ft. Smith	KHBS
Cincinnati	WXIX	Portland, ME	WMTW	Albany, GA	WTSG
Nashville	WZTV	Davenport (Quad)	WQAD	Missoula, MT	KECI
Milwaukee	WVTV	Paducah	KBSI	Casper	KCWY
Kansas City	KSHB	Cedar Rapids	KGAN	Ottumwa, IA	KTVO
Orlando	WOFL	Springfield, MO	KOLR	Fairbanks	KTTU
New Orleans	WGNO	Tucson	KZAZ	Alpena	WBKB
Buffalo	WUTV	Austin	KBVO	Santa Rosa	KFTY
Grand Rapids	WXMI	Evansville	WEHT	Victoria	KAVU
Birmingham	WTTO	Ft. Wayne	WFFT		

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Hercules House, Hercules Rd., London SE1 7DV

Perspective (13), Insight (13), The Sea in Their Blood (6), Towards a Better Life (6). **Staff:** Peter McDermott, Peter Coldham, Sally Ann Barrett, George Hall, John Houlton.

Loto Independent Prods. 1106-08
PMB 5531 GPO, Ibaden, Nigeria

M.C. Stuart and Associates 618
459 Collins St., Melbourne, Victoria, 3000

Brazakka's Reef (2), Kakadu, Mountain Man, 1983 Winfield Master Snooker Championship (8), 1983 McDonald's Women's Indoor Tennis Championship, Il Trovatore, Surfabout, The Glumps, Simon Townsend's Wonder World, Fat Cat and Friends, Ask the Layland Brothers, Power Without Glory, An Evening with the Australian Dance Theater. **Staff:** Max Stuart.

Media Home Entertainment 717-19
116 N. Robertson Blvd., Suite 909, Los Angeles 90048

Media Transactions Corp. 701-03, 802-04

211 E. 43d St., Suite 1004, New York 10017
Represents Soviet TV—mini-series, children's films, feature films, animal series, Chekhov and Richter on TV Screen, science series, ballets, sports and detective dramas. **Staff:** Victor Ginsburg, Judith Reich, Larry Claister, Brigitte Gossen-Kumpf.

Modern Programs 810-12
Suite 501, Akasaka 7-6-47, Minato-ku, Japan

Multimedia 1005
Via Carlo Poma 7, 20129 Milan, Italy

Nationwide Cable Rep 1014

Nippon Television Network 709-11
Astro Boy, Ninja, The Great Pyramid.

Nomad Films International 713-15, 814-16

71 73 Palmerston Cres., South Melbourne Victoria 3205, Australia

NHK International
14, Niban-Cho, Chiyoda-ku, Tokyo

Pac Italy 508

Parafrance Productions
Gwendoline, Street of the Last, Stars.

Pipa Video 911-15
16 rue Barbes Monrouge, 92120 France

Procodis 513-15
35, rue Marbeuf, 75008 Paris

Once Upon a Time...Man (26), Once Upon a Time...Space (26), Colargol/Jeremy (53), Zoom the White Dolphin (26), Graine D'Ortie (13), Where the Sky Begins (14).

Radio Telefis Eireann 614-16
Donnybrook, Dublin 4

Caught in a Free State, Year of the French, Night in Tunisia, Access to the Children.

Rever Intercartoon 308-10
Corso Matteotti 1, Milan, Italy 20121

Calimero, Draghetto Grisu', Ty-Uan, Inspector Nasy, Sherlock Holmes. **Staff:** Angela Pagot, Marco Pagot.

Sacis 413-15, 514-16
139 Via Tomacelli, 00186 Rome

Quo Vadis? (6), E La Vita Continua* (8), La Piovrà* (6), Cuore* (6), Don Chisciotte* (5). **Staff:** G. Proietti, A. Piazzesi.

Scottish Television 926-28
Cowcaddens, Glasgow G2 3PR, England

Screen International

Sektor-Film Oy 1001-03
Karjalankatu, Helsinki 52, Finland

Shochiku Co. 934-36
13-5, Tsukiji 1-Chome, Chou-Ku, Tokyo

Staff: Kiyo Kurosu, Ken Umebara.

Societe Radio Canada
1400 Est. Boul. Dorchester, Montreal

South African Broadcasting 305-07
Box 8606, Johannesburg 2000

South Pacific All Media Distributors 621-23
Box 46002, Lower Hunt, New Zealand

Special Broadcasting Services 726-28
5 Elisabeth St., Box 21 GPO, Sydney 2001
Dunera Story, My Music Teacher's O.K., Ulladulla, Harlequin—A Fantasy of Night.

Stemax Film SRL 942-44
Via Padre G.A., Filippini 130

D.L. Taffner 811-13
31 W. 56th St., New York 10019

Technisonar 518-22
10 rue Magellan, 75008 Paris

Teknimage 405-07

Telecip
89 BLV Auguste Blanque, 75013 Paris

Teleblea 938
Via Carducci, 263, Ragusa 97100 Malta

Telemondis 517-19
8, rue Caumartin, 75009 Paris

Circus shows (5), Les Ballets Trockadero de Monte Carlo, Below and Above, Roland Petit's Ballets (9), Bernard Buffet, In Live Concerts (7) including Joan Baez, Marlene Dietrich and Ricki Lee Jones, entertainment specials (3), Count Basie, Ella Fitzgerald, Lionel Hampton and Alberta Hunter jazz specials, Great Silvan Magic Show, Magic and Illusion, Ballet Moisseiev, Moulin Rouge Revue.

Staff: Josette Affergan, Jean-Claude Affergan, Patricia Sottel.

Telespeciales
9000 Sunset Blvd., Suite 915, Los Angeles 90069

English and Spanish dubbing. **Staff:** Barbara Lewis, Lawrence Dickens.

Teletota 933-35

Televisión Espanola 714-16
Somosaguas, Madrid

Televisa 714-16
9000 Sunset Blvd., Los Angeles 90069

Toei Co. 927-29
2-17, 3-Chome, Ginza, Chou-Ku, Tokyo

Arbegas (52), Sharivan (52), Goggle V (52), God Sigma (52). **Staff:** Yukio Homma, Hiroshi Yamauchi, Hidenori Oyama.

Tokyo Movie Shinsha Co. 312-14
5-39-1 Kamitakada, Nakano-ku, Tokyo 164

Cat's Eye* (26), Orguss* (26), Georgie* (52), Mon-Pe* (42), Cobra (31), Hello Spank (63), God Mars (64), Treasure Island (26) and other series. **Staff:** Yukata Fujioka, Matt Ichimura, Sachiko Tsuneda, Satoji Yoshida, Mitsuo Yoshimura.

Transtel 309-11
Postfach 101707, 5000 Cologne, West Germany

TV Globo Ltda. 406-10
Lopes Quintas 303, Rio de Janeiro

Slave-girl Isaura, Uncle Tom's Cabin, Malu Woman plus other series and specials. **Staff:** Luiz Eduardo Borgerth, Jose Filippelli, Lisette Stewart.

TV Ontario 510-12
Box 200, Station Q, Toronto M4T 2T1

Body Works, The Movie Show, Today's Special, Polka Dot Door, A Different Understanding.

Unibel Film 930-32
rue Royale 266 BTE 6, 1030 Brussels

Unifrance Film 721-25
114 Champs Elysees, 75008 Paris

Union Generale Cinematographique 507, 608

United Dutch Film Co. 722-24

United Studios of Israel 818-20
Hakessem St., 46-496, Herzliya, Israel

Video Centre International 509-11, 610-12
13 rue Beethoven, 75016 Paris

Video Danse 1007
39 rue Elise Grandprez, 4020 Liege, Belgium

West German Broadcasting 601-03
Appelthofplatz 1, D-5000 Cologne

Library of 300 dramas, documentaries, children programs, music programs. **Staff:** Dr. Guenter Herrmann, Roland Freyberger, Horst Schering, Ursula Wilhelm, Georg Alexander.

Westchester Films/Tyne Tees 825-29
City Rd., Newcastle Upon Tyne, England NE1 2AI

The Tube, Razzmatazz, World Cup, Andy Robson (20), Supergran, Steve Cram, Star Blazers (77). **Staff:** Tony Sandford, Clara Hill, Anne Cody, Joanne Melton.

WW Entertainment 805-09
205 E. 42d St., New York 10017

The Children, Hunters of Golden Cobra, Last Hunter, Take It from the Top, Disappearance. **Staff:** Frank Stanton, George Hankoff, Louis Israel.

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October 27, 1983



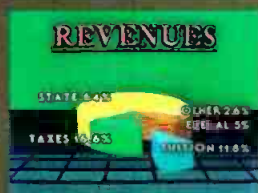
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Woman at the top for NAB

Carol Randles has won over many during her term as lobbyist for chief broadcast association, and has still more work cut out before term ends; dealing with a new reality

Judging from remarks by those who have followed her career at NAB, Carol Randles, who is putting a whirlwind finish to her brief tenure as chief lobbyist of the National Association of Broadcasters, will be a tough act to follow.

Her contributions to the association may not be readily apparent to NAB's constituency, but as its chief representative on Capitol Hill, Randles's talents are recognized by many congressional leaders, who discovered that, despite her disarming appearance, she was "tough, knowledgeable and determined."

Her success as an effective lobbyist comes at a time when NAB's own reputation as a capable lobbying organization has been called into question. Says Al Swift (D-Wash.), a senior member of the House Telecommunications Subcommittee who has worked with Randles on a number of legislative issues: "I am always impressed with her ability to press aggressively for the goals she is trying to achieve in a way that makes you feel you can work with her. She's not a table pounder; she's not saying the world will come to an end if you don't give us this. She tries to present her case on the merits and I think most members respond well to that."

"She has that rare ability to understand the big picture and how little things in the smaller picture relate to each other in the overall frame," says her predecessor, Steve Stockmeyer, who resigned suddenly last month because of long-standing dissatisfaction with the job (BROADCASTING, Oct. 3).

Randles agreed to take over from Stockmeyer on one condition: that NAB leadership accept her resignation at the end of this congressional session. The decision represented a culmination of a bitter-sweet development in her life. She had fallen in love (the good news) but with an NAB rival (Tom Wheeler, president of the National Cable Television Association). The romance had become an increasing problem within the NAB, whose board was uncomfortable about what it considered a conflict of interest. Both Wheeler and Randles tried to remain above the fray, but in the end concluded that the Montagues and the Capulets would never become reconciled to the union. Last Thursday, Randles told BROADCASTING that she and Wheeler would marry within the next few months.

Formerly active in social causes, Randles entered politics in 1968 when she came to Washington to work for the Washington Urban League and later for the Congressional Committee for a Vote on The War. Today, at

38, she jokingly admits that she is a "far piece" from the antiwar movement.

During the 70's, the NAB lobbyist worked for a number of political organizations, including two Democratic Party reform groups, as executive assistant at the Center for Political Reform and researcher for the Twentieth Century Fund. She was also office manager for Congressman Berkley Bedell (D-Iowa) and executive director of the Women's Campaign Fund.

The transition from activist to lobbyist was not an ideological break, Randles maintains: "It's been a comfortable move in my life." She contends that broadcasting issues

tion."

Her ties to the Democratic party, which still retains control of the House of Representatives, have paid off. She is credited with "building bridges" and "opening doors" that had eluded NAB in the past.

"The fact that she comes from a liberal Democratic background and that not many people who have worked for NAB, or broadcasters themselves, share that thinking, has, itself, built some bridges that broadcasters didn't have before or were unlikely to have without her," says Stockmeyer.

Randles also is recognized for keeping the channels of communication open between NAB and House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and his staff. "She is extremely well liked



Randles

don't break down into "neat conservative-versus-liberal categories." For example, Randles notes, the co-sponsors of the broadcast deregulation bill, H.R. 2382, are a mix of Democrats and Republicans. "And not just Republicans and conservative Democrats," she says.

Randles thrives on change. And NAB, she maintains, is in the midst of change. "NAB was striving back then and is striving today to deal with a new reality both within the industry itself and with how the industry conducts its business on Capitol Hill and the FCC," Randles says.

She maintains that, as in other businesses, broadcasters are facing a new Capitol Hill. Congress today is not as cut and dried as it used to be, she says, "so the job of getting the point across is a much greater one. Broadcasters, like most businessmen, are struggling in that new environment. There are some big changes required on our part and there is no doubt that NAB has recognized the new environment, and there is a strong healthy sense in this building of what's necessary to respond to the new situa-

and has built an excellent rapport with both sides of the Hill," says Thomas Rogers, counsel for the Telecommunications Subcommittee.

Randles's knack for building bridges, says Roberta Weiner, former press secretary for the subcommittee, was apparent when they both served in the Carter White House in 1980. (Randles was liaison for women's organizations.) "Our relationship at the White House with the people who were working there were not always the smoothest, but they always were for Carol."

A more recent example of her talent for finding common ground is the compromise reached on the controversial Radio Marti bill. NAB considered the measure a major legislative victory. "There is no question that she was very instrumental in working out the bridge-building that was necessary to reach a compromise in Radio Marti," says Tom Tauke (R-Iowa). "It is sometimes difficult to be firm yet at the same time flexible, but she seems to have struck that balance very well," he added. Stockmeyer says Randles led NAB's lobbying charge on Radio Marti

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and deserves full credit for the outcome.

Her style is deceptive, says one Washington lobbyist. "She looks like the little blonde girl from Iowa. Some people with chauvinistic tendencies might want to go pat her on the head. But there's a lot more to her. She's a quick study and doesn't give up easily. You would have to put the final nail in the coffin of a dead bill before she would give up." □

Cuban interference talks break down

Back in August, the U.S. and Cuba resumed technical talks on efforts to end the AM radio interference problem that has plagued both countries for years. The resumption, urged by the National Association of Broadcasters and arranged in large part through the offices of Richard Butler, the secretary general of the International Telecommunication Union, was attended by some hope of success. But that hope has not been realized. The State Department last week disclosed that Cuba has broken off the talks.

State has declined to speculate on the reasons for the Cuban action—specifically, with regard to whether enactment of the Radio Marti bill was a factor. Congress completed action on the measure on Sept. 29. On Oct. 17—three days before the Americans expected to meet again with the Cubans—the Cuban Ministry of External Affairs informed the State Department Cuba did not intend to continue the talks.

The department, in a press guidance on the matter, said the Cubans gave no specific explanation. "They mentioned only that their decision was based on what transpired [at the first meeting] and what has happened subsequently." As for whether it believes enactment of the Radio Marti bill triggered the Cuban action, State, in the press guidance, said, "They knew from the outset of these talks... that the administration would continue to seek this legislation.

But the Americans assume Cuba's decision was a political one. Cullie Tarleton, vice president for radio of Jefferson-Pilot

Broadcasting Co. and chairman of the NAB's all-industry task force on the Cuban interference problem, said word received from Canadians who had met with the Cubans on AM radio matters was that the Cubans were preparing to meet with the Americans in Mexico City on Oct. 20, as the U.S. had proposed. "We were so certain the meeting would be held that the airline and hotel reservations had been made," Tarleton said.

The first round of talks was held in San Jose, Costa Rica, on Aug. 8-9, during an international telecommunications seminar being held there. It was the first time the U.S. and Cuba had discussed the matter since a meeting in Washington, in August, 1981. U.S. officials at the time acknowledged that Cuba at the San Jose meeting had raised the Radio Marti issue, but they said they anticipated further meetings.

Cuba's action in breaking off the talks could be a signal that, even as modified, the Radio Marti legislation is not acceptable to the Castro government. However, Tarleton suggested there could be other reasons than Radio Marti. He cited the movement of U.S. warships to Central American waters earlier this month and the possibility that the Soviet Union was applying pressure to Cuba as a result of the U.S.'s bitter denunciation of the Soviet Union in connection with the downing of the South Korean airliner.

Both Tarleton and the State Department expressed disappointment over Cuba's refusal to continue the talks. "We had three good meetings over two days in San Jose," Tarleton said. "We had every reason to believe the talks would continue and that Cuba wanted a resolution as much as we did."

What happens next was not clear last week. The State Department says the ball is in Cuba's court—the U.S. is said to be prepared to resume discussions. Tarleton said the task force is marking time, at present. But he said work on efforts to restart the talks might start this week, with the expected return to Washington from a Central American trip of William Jahn, a State Department official who has played a leading role in trying to resolve the Cuban interference problem. □

Access roundup. Although bills that would partially overturn the FCC's controversial access charge decision for telephone companies are pending before both Houses of Congress, no final congressional action is expected before early next year.

That's not to say congressional opposition has necessarily softened. But S.1660, the Senate's version of an anti-access-charge-decision bill, won't be addressed by the full Senate until after Congress reconvenes Jan. 23, Senate Majority Leader Howard Baker's (R-Tenn.) office announced last week.

The FCC's access charge decision, among other things, would force residential telephone users to pay a flat monthly fee of \$2 for their ability to make interstate calls. The decision, which the commission has insisted should lead to lower long-distance rates, also lays the ground rules for how long-distance telephone companies pay for access to local telephone company facilities used to complete interstate telephone calls.

The FCC already has pushed back the date the decision would take effect to April 3. Also on the access front, the National Telecommunications and Information Administration, in a filing at the FCC, took issue with the "precipitous" rate increases AT&T long-distance competitors like MCI Communications would have to pay for access under the commission's plan. And in a letter to FCC Chairman Mark Fowler, Malcolm Baldrige, Secretary of Commerce, criticized the commission decision for forcing AT&T competitors to pay substantially higher fees for access before they will be able to reap the benefits of equal interconnection required under the AT&T antitrust settlement.

Meanwhile, the FCC, in a letter to Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), took issue with S.1660, which already has been approved by the full Senate Commerce Committee. "We stand by our access charge decision. Legislation is unnecessary, and S. 1660 will disserve the public interest," the FCC letter said.

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Former Publisher
Illinois Times

Mike Wallace
Correspondent
CBS News

Christine Craft victory turns sour

Kansas City judge rules KMBC-TV not guilty of sex discrimination, throws out \$500,000 award to Craft and orders new trial; anchorwoman vows to continue legal battle

Christine Craft until last week had been the woman who appeared to have beaten the television system—who had stood up for the principle that a woman journalist on television has a legal right to be judged on her professional abilities, not her appearance, and who had won a jury's concurrence. But on Monday, a U.S. judge in Kansas City rejected that image. He ruled that KMBC-TV in that city had not been guilty of sex discrimination in insisting she improve her appearance—the station was also concerned with men's appearance, he said. What's more, he threw out the jury's award of \$500,000 on a fraud charge and ordered a new trial on the issue, on Jan. 4, in Joplin, Mo., before a jury that would be sequestered. He said the jury in the two-week trial in Kansas City last summer had been affected by "the pervasive publicity in the case."

The decision by Judge Joseph E. Stevens Jr. may have been a major setback to Craft, 38, in the fight she has waged against Metromedia Inc. (which owned the station when she was employed there) since she quit, in August 1981, rather than take a demotion to a reporter's job. But Craft—who said she was "appalled" by the opinion—promptly declared her determination to continue the fight. "I will pursue it to the highest level if I have to," she told the Associated Press in Milwaukee, where she was on a speaking tour. "I know that what happened to me was clearly discriminatory on the basis of my sex, and was clearly fraudulent."

Metromedia, which sold the station to Hearst Corp. in October 1982, greeted the opinion with restraint. Ira Goldstein, Metromedia's counsel, said it "vindicates [the company's] policy of nondiscrimination." One of Craft's attorneys, Sara Hayes, said, regarding another chapter in the litigation, "We are exploring all options, including an appeal. We intend to pursue Christine's rights to the fullest. We are optimistic that ultimately we shall be successful."

The case had attracted considerable attention in the press and on radio and television since it focused on issues that grabbed the public's interest: There was the woman's issue—a woman was accusing a large and seemingly faceless corporation of discriminating against her on the basis of sex. Then, too, there was the charge many in the media and among the public seemed predisposed to accept as true—that television news divisions care more about looks than brains and

ability. Her claim that the station's news director had told her she was "too old, too unattractive, and not deferential enough to men" had summed up the attitude against which she suggested she could not prevail. But while the jury may have believed the statement was made, Stevens, with no more evidence than that available to the jury, did not.

Indeed, if the jury had been biased toward Craft as a result of the publicity, as Stevens suggested, he certainly was not. He said the



Stevens

only discrimination to be found in the case was the ironic one that "but for the fact that she is female, [Craft] would not have been hired as a co-anchor in December 1980, regardless of her other abilities." And, in a reference to the southern Californian's undisguised passion for surfing, he said, "Her affinity for the casual beach life and her apparent indifference to matters of appearance required defendant [Metromedia] to formulate and implement corrective measures appropriate to her unique circumstances."

Craft had left an anchor job at KEYT(TV) Santa Barbara, in the 116th market, to accept the co-anchor post at KMBC-TV, in the 27th, in December 1980. She said she had taken the post with the understanding that KMBC-TV would not insist on making over her appearance. She said that during 30 weeks as host of a CBS sports show, her appearance had been altered by heavy makeup, and she had found the experience distasteful. However, it was not long before station officials were making recommendations regarding her makeup and wardrobe. The efforts became more intense that summer, after research by the Media Associates—through focus group discussions and

in telephone surveys—indicated to the station that Craft was having an adverse impact on viewers. The station instituted a "clothing calendar" for Craft in an effort to improve her appearance, but within a few weeks, Stevens said, management decided, on the basis of recommendations by Media Associates, to replace Craft as co-anchor.

The station offered her a job as a reporter but she insisted on returning to the co-anchor spot. When the station stood fast on the issue, she went back to Santa Barbara and regained her old job with KEYT(TV)—but then left the station for the lecture circuit in August, after the jury handed her what seemed a landmark victory. She said the intensity of effort needed to continue the court fight—Metromedia was not abandoning it—left her no energy for the station assignment.

Craft last week lost on the three issues involved in the suit.

The jury of four women and two men had recommended that the judge find Metromedia guilty of sex discrimination. (Under the law, only the judge in a discrimination trial can make that determination.) But Stevens said that Metromedia did not discriminate in that regard. All on-air personnel—men as well as women—he said, "were required to maintain a professional, businesslike appearance consistent with community standards." Since television is a visual medium Stevens said, such "a reasonable requirement is obviously critical to defendant's economic well-being." As for Craft's charge that the news director who had hired her, Ridg Shannon, said on removing her as co-anchor that she was "too old, too unattractive and not deferential enough to men," that is rejected, Stevens said, "since this court has concluded as a matter of fact that Shannon said no such thing." Nor did Stevens accept her charge that she was forced out of the station; he said the evidence suggests the station tried to retain her services, first as co-anchor and then as reporter.

The second count alleged that Metromedia had violated the equal pay law in paying Craft less than her co-anchor, Scott Feldman. The jury rejected that claim and Stevens denied Craft's request for a new trial on the charge. He said Craft was paid less not as a result of discrimination but because her education and professional background "were not commensurate" with Feldman's.

The third count involved the charge that Metromedia was guilty of fraud in inducing her to accept employment with the assertion that she was being hired for her journalistic abilities and that no effort would be made to change her appearance. The jury awarded Craft actual damages of \$375,000 and punitive damages of \$125,000 on that count. Stevens in August rejected a Metromedia motion for a directed verdict on the issue (BROADCASTING, Sept. 5). However, he said the rules of judicial procedure allow him to grant Metromedia's motion for a new trial if

he feels that necessary "to prevent what he considers a miscarriage of justice." And he indicated he feels that is what the \$500,000 award to Craft represents.

"The court is firmly convinced that this verdict is excessive." In part, he blamed what he said were his own errors in instructing the jury. But he said "the excessive verdict is also certainly attributable to passion and prejudice caused by the pervasive publicity surrounding this case." He said the publicity was heavy from the time Craft left the station throughout the trial. Compounding the problem, he said, was that, by an "unfortunate circumstance of timing, the jury retired to deliberate late on a Friday afternoon." With deliberations recessed over the weekend, he said, the risk that "the jury was exposed to prejudicial publicity at a crucial point in the trial" was increased.

To avoid that problem at the next trial, he said it would be held in Joplin, Mo., some 150 miles from Kansas City, and the jury would be sequestered. He also said it would

be increased in size, from six to 12 members—"to reduce the risk that one or two headstrong jurors might unduly influence the jury and . . . increase the chances that reason will prevail over passion."

But Craft last week indicated she was prepared to fight on, whatever was involved. In her interview with the Associated Press, she said Stevens's opinion says, "in essence, that in this country at this time it's perfectly acceptable for a woman to be told that she has to hide her intelligence to make men look smarter."

And in an interview with Diane Sawyer on the *CBS Morning News*, on Tuesday, Craft pictured herself as a David taking on a Goliath in a costly court fight. "Metromedia warned me two and a half years ago that I couldn't fight them, that they were the most profitable broadcast group in the United States." But she said she is raising the money through fundraisers and the lecture circuit. "That money is fed right back into the system." □

New Jersey's own news

WOR-TV launches 8 p.m. hour-long newscast backed by beefed-up personnel, budget and promotion

Determined to prove its heart now lies in the Garden State, independent WOR-TV Secaucus, N.J., tomorrow (Nov. 8) launches its new half-hour prime time newscast, *News 9: Prime Time*. In a market where three network-owned VHF's, two other commercial independent VHF's, one public VHF and another noncommercial UHF each air separate local evening newscasts, WOR-TV is adding another at 8 p.m., which will have a "decidedly New Jersey flavor," according to News Director Tom Petner.

The RKO-owned station, which, following a congressional mandate, relocated its community of license from New York to Secaucus earlier this year in exchange for an unencumbered five-year license renewal, will be the first television station in the New York market to have a daily weekday newscast during prime time.

Until now, WOR-TV has been sitting out the local evening news game. It has been broadcasting a full hour of local news every weekday at noon, where its only other news competition has been a half-hour newscast of Independent Network News on rival WPIX(TV).

According to news director Petner, the prime time news commitment has forced the station to undergo a metamorphosis. "The whole station is geared toward news," he said. "It's really a different animal." Petner explained that when he joined WOR-TV as news director last July 18 from WCBS-TV, the news department had a staff of 32. The staff now approaches 80, and the station has two microwave vans on order, bureaus in Newark and Trenton (the state capital), five new portable Sony cameras on the street and has invested "literally millions of dollars" in equipment, personnel, promotion and advertising to get *News 9: Prime Time* on the air.

Tuesday's launch will premiere with a spe-

cial one-hour newscast of the New Jersey State Assembly election returns, which will be covered by a team of reporters at eight land-line secured remotes. Later, Petner said, permanent microwave facilities will be set up at the Newark and Trenton bureaus.

But the reason for choosing a prime time slot for the newscast, Petner explained, is because "viewer habits are changing." The average New York area commuting time is one hour, he said, and commuters are therefore arriving home later, eating later and watching television later.

WOR-TV's signal, according to Petner, reaches 70% of New Jersey's population from its antenna atop the World Trade Center. The station's studio facilities are still in Manhattan, but will be moved to Secaucus at a later date. The only department left in New York will be the sales department, he said.

Based on Nielsen's Dominant Market Area index, however, only 30% of the 6,471,000 television homes in the New York market lie within New Jersey—the rest are divided between New York (with the lion's share in the boroughs) and Fairfield county, Conn.

That is not stopping a major promotional drive, however. Joe Ondrick, the station's director of advertising and promotion, while declining to say how much the station is spending on its campaign, described it as "one of the biggest I've ever seen, and I've been at a lot of TV stations."

The campaign began two weeks ago with teaser advertisements in 33 area newspapers, moved into 19 radio stations and spread to 175 billboards this week. There will also be regional buys in *Time*, *Sports Illustrated* and various New Jersey publications.

In addition to the weekday newscasts, there will also be an evening newscast on Saturday at 7:30 p.m. And Petner said he hopes the station can move ahead with plans for a Sunday evening newscast. He said there are no plans to expand into the morning hours. □

Harvard symposium criticizes relations between press, Hill

Journalists, congressmen discuss present state of reporting and suggest improvements

Top television reporters conceded that their medium's congressional coverage is superficial and conflict-oriented but blamed that on producers' demands, at a two-day Harvard conference on "The Media and the Congress."

Some 30 journalists, lawmakers and scholars agreed that more in-depth reporting is needed, but differed about the degree to which Congress is responsible for its own negative public image. The panel sessions were co-sponsored by the *Los Angeles Times* and Harvard's Institute of Politics.

Legislators opened the conference by blasting, in Congressman David R. Obey's (D-Wis.) words, the media's "basic superficiality, emphasis on conflict" and "almost purposeful attempt to paint a negative, pejorative" picture of Congress. Congressman Bill Frenzel (R-Minn.) called the news "manufactured, not reported. The press is inventing news, trying to make it exciting and grab a headline, or sell an extra ad. Words are put in my mouth." And Barber B. Conable Jr. (R-N.Y.) said that the "press's focus on movement and controversy" detracts from what he sees as its most important role—interpretive reporting.

Former Iowa Senator John C. Culver, a Democrat, both praised and faulted the media, and made some suggestions for improvement. He said he's been impressed with spot news reporting, but has been concerned about how the press "tends to reinforce negative and cynical" public attitudes toward lawmakers. He proposed legislators make it easier for the media to get background on important issues and off-the-record access to key office-holders and their staffers. Computer information retrieval and "think tank" experts are other tools the press could use to dig beneath the surface, Culver said.

But surface action is what television editors want, their correspondents complained. Jacqueline Adams, CBS News' Capitol Hill correspondent, expressed the views of many electronic journalists on the panels: "You've got to sell a story to an editor, and that editor wants action—not process. It's a constant battle with your [congressional] sources, and with your producers."

"Conflict and scandal" interest our editors, said ABC News Washington correspondent Carole Simpson. "I can't get substantive stories on the air when there's great competition for news time if they aren't exciting. And often House and Senate stories aren't exciting."

NBC News Washington correspondent Roger Mudd questioned who is responsible for Congress's bad public image—it or the press. Rapping House and Senate traditions of secrecy, he suggested that perhaps the media focuses on scandal because "we're used

standing behind closed doors." Do Senators get more coverage than congressmen? Yes, he thinks, "because the media regards most senators as potential Presidents."

Former Federal Communications Commission Chairman Charles D. Ferris, a former congressional staffer, rejected the notion that Capitol Hill isn't performing well. "What's the matter with Congress?" he wondered. "It's working pretty well. It works best in apparent chaos; that means everyone's focusing on something." When he was on Capitol Hill, he found the daily press very useful in helping senators communicate among themselves—a contention paralleled by University of Rochester Professor Richard F. Fenno Jr.'s comment that "the press is the mirror Congress holds up to itself every morning."

Can that mirror reflect more? Paul Duke, moderator of the Public Broadcasting Service's *Washington Week in Review*, thinks it can, but adds that network and public television are doing a "much better job" than ever in covering congressional intricacies. The problem, as Duke sees it, is that "many people in television don't understand Capitol Hill. When I was with NBC, many of my stories were dismissed as 'just another Hill' story. It's difficult to sell unexciting pieces,

as opposed to a clash on the Senate floor."

Former Senator James B. Pearson (D-Kan.) said that as Congress wrestles with increasingly complex issues—such as energy source alternatives, weapons systems and economic trends—reporters will have to become more expert in these areas if they hope to keep the public properly informed and educated. □

Flynt arrested over DeLorean tapes

Hustler publisher Larry Flynt last week continued to make news in connection with the John DeLorean drug trial and, at the same time, provide tapes for broadcast. Where two weeks ago, he made available to CBS and KNXT(TV) video tapes of the sting operation of DeLorean (BROADCASTING, Oct. 31), now it is an audio tape he says supports DeLorean's charge he was entrapped by the FBI.

Flynt played it for reporters at his home in Bel Aire on Friday (Oct. 28). And some broadcast organizations played copies on the air. Although the sound was bad, a voice said to be that of an FBI agent was heard to

warn DeLorean that his daughter would be injured if he attempted to back out of the \$24-million cocaine deal that was being arranged.

Whether it was authentic was another matter. CBS presented an expert who said he could find no evidence of falsification. KNBC-TV Los Angeles presented another one who concluded the tape was not authentic.

The court where DeLorean will be tried meanwhile, is without what could be a crucial piece of evidence. Flynt refused to obey a subpoena to appear in court with the tape, and was held in contempt by the judge.

Flynt was arrested at his home on Tuesday by a dozen marshals, all heavily armed as a result of Flynt warnings he would resist arrest, with gunfire, if necessary. The arrest followed the refusal by Supreme Court Justice William Rehnquist to grant Flynt's last-minute appeal to excuse him from appearing in court.

As for the audio tape, Flynt said he no longer has it. In his appeal to Rehnquist, Flynt said he "lost possession" of it after playing it for reporters. And as he was being arrested, he accused UPI of stealing the cassette and of working with the CIA. Douglas Dowie, UPI bureau manager in Los Angeles, called the charges "utterly ridiculous." □

Business

TVB makes ready for 'The Battleground'

That's the name of the group's new sales presentation to be unveiled at annual meeting; record attendance predicted

More than 700 members and 200 guests are expected to assemble in Las Vegas next Monday (Nov. 14) to mull over broadcast TV's problems and challenges ranging from day-to-day nitty-gritty to long-range trends and policy at the 29th annual membership meeting of the Television Bureau of Advertising.

Attendance at the three-day meeting is expected to set a record. TVB officials said last week that advance registration had already surpassed the record set in 1980, when 701 members, plus guests, were on hand.

Among this year's highlights will be the unveiling of TVB's new major sales presentation, "Television: The Battleground," and forecasts, analyses and presentations by three keynote speakers ("Telecastings," Oct. 31).

There will also be five workshops, run by TVB executives and featuring broadcast experts in the areas under examination, and also three special broadcast panels on "Maximizing Inventory Control in 1984," "Political Advertising in 1984" and "Profit Making Beyond Advertising."

The meeting, at the Las Vegas Riviera, will open Monday afternoon (Nov. 14) with two concurrent workshops. "Winning 'Newcomers' to Television in the 101-plus Mar-

kets" will have Clark L. Wideman of WEAU-TV Eau Claire, Wis., and Robert Lerew of TVB as hosts, with panelists including Joan Carlton, KLAS-TV Las Vegas; Sally Crawford, KTVF(TV) Fairbanks, Alaska; Tom Hagner, KYEL-TV Yuma, Ariz., and Randall R. Peltier of WSAV-TV Savannah, Ga. The session is expected to center on identifying and cultivating valuable accounts in similar markets, selling and keeping them and increasing their TV investments.

"How to Effectively Structure a Co-op Program" is aimed at providing guidelines for establishing a revenue-producing co-op program. Hosts will be S. Wheeler Rudd of WAVE-TV Louisville, Ky., and Walter Bills of TVB. Panelists: Thomas Dargan, KATU(TV) Portland, Ore.; Fred DeMarco, WMAQ-TV Chicago, and Charles R. Pittman, Jefferson-Pilot Retail Services, Charlotte, N.C.

The Tuesday sessions will open at 8:30 a.m., with a keynote address by Marshall Loeb of *Money* magazine in a report on "America in the 80's: Ten Major Changes Ahead."

David E. Henderson of Outlet Co., TVB chairman, will report on 1983 activities, including the association's financial status. Revenues for fiscal 1983 came to \$6,099,300, slightly more than had been budgeted, and expenses also exceeded the budget figure somewhat—but by less than the increase in revenues, so that retained earnings, which had been budgeted at \$34,000, actually came to \$40,550.

Election of new board members also will be held Tuesday morning, and then there will be a broadcast panel on "Maximizing Inventory Control in 1984," when the Olympics and national elections are expected to keep inventory in short supply. Ken Bagwell of Storer Communications and Richard O'Donnell of TVB will be hosts. Panelists will be Lynn V. Fairbanks, WJXT(TV) Jacksonville, Fla.; Timothy Gilbert, KWGN-TV Denver; Grace Gilchrist, WSB-TV Atlanta; Richard A. Groat, WOTV(TV) Grand Rapids, Mich.; Kenneth M. Larvick, WEAU-TV Eau Claire, Wis., and John Riedl, KABC-TV Los Angeles.

After Tuesday's luncheon, there will be a report on TVB's 1983 regional sales conferences and plans for 1984's, and then a keynote speech by Joel Garreau of the *Washington Post* on "The Nine Nations of North America." Then will come a workshop:

"Making EEO Work: Finding, Hiring and Training Minority Salespeople," with Perry Bascom of TVB as moderator and Albert Jerome of NBC-TV stations as host, and with panelists including June Clarks-Doar, of Group W; Dwight Ellis, National Association of Broadcasters; Sue McDonnell, KXAS-TV Fort Worth; James W. McRae, TVB, and Thomas D. Walsh, WLBT(TV) Jackson, Miss.

A panel on "Political Advertising in 1984" will open the Wednesday-morning session. Stephen D. Seymour of Abell Communications, Baltimore, will be TVB board host and moderator, and panelists will be John F. Behnke of Fisher Broadcasting; E. Blake Byrne, LIN Broadcasting; Milton Gross,

chief of FCC's Fairness/Political Broadcasting Branch; David E. Henderson, Outlet broadcasting; William G. Moll, Hartelanks Communications, and John Summers, National Association of Broadcasters.

TVB President Roger D. Rice will present his annual report at the Wednesday morning session, and keynoter Allen Janger of the conference board will report on "How Modern Management Solves Today's Problems." A panel on "Profit Making Beyond Advertising" will follow with panelists Lee E. Carlson, KGMB(TV) Honolulu; D. Thomas Miller, CBS/Broadcast Group; Harold E. Trotter, WNOL-TV New Orleans, and Barbara J. Watson, general manager of teletext for NBC. □

Blanket license back in court

New York Appeals court hears oral arguments on two sides of music payment issue

The question of the legality of the blanket licenses covering virtually all of the music used in syndicated and local TV programming was turned over to a U.S. appeals court panel in oral arguments last week.

Counsel for the All-Industry TV Stations Music Licensing Committee, which represents almost all commercial TV stations, argued that a lower court's decision, striking down those ASCAP and BMI licenses as being in violation of the antitrust laws (BROADCASTING, Aug. 23, 1982) should be upheld, paving the way for the at-the-source licensing that the committee wants.

Counsel for Broadcast Music Inc. and the American Society of Composers, Authors, and Publishers, appealing from that lower court decision, argued that the basic issue has been litigated several times over the years, always in favor of the licenses, and that the lower court decision had disregarded or misinterpreted fundamental facts and reached wrong conclusions.

Judges Jon O. Newman, Richard J. Cardamone and Ralph K. Winter of the U.S. Court of Appeals for the Second Circuit heard the arguments in a two-hour session before an audience of attorneys, principals of the opposing sides and other onlookers that filled the small courtroom and spilled over with standees six to eight rows deep into the hallway.

Jay Topkis, representing ASCAP, told the judges they should reverse the lower court decision and order the case dismissed on grounds of estoppel: That all-industry committees have been challenging the blanket licenses for decades and that always in the end, until the current case, the licenses have been upheld. The committee, he said, seems to think it can litigate the same issue over and over "simply by getting a new set of lawyers."

This time, Topkis said, the committee has changed one of its tunes. In 1964, he told the panel, the committee urged the court to require ASCAP to issue a special form of blanket license that would not apply to music in

syndicated programs, for which broadcasters said they could get music licenses directly from producers or composers. Now, he continued, the committee is telling the court that broadcasters cannot get those licenses directly, and is urging that blanket licenses be outlawed on that ground.

Ira Millstein, counsel for the all-industry committee, countered the estoppel argument against his client's suit. For one thing, he said, 200 new stations have come on the air since the issue was last litigated, and these could not be barred from raising the issue now. For another, he said, the committee gave up its fight against blanket licenses in the late 1960's only because "it ran out of money."

Robert Sisk, counsel for BMI, compared this case to the so-called CBS case, in which CBS attempted to have blanket licenses outlawed, but failed after a trip to the Supreme Court. This, he said, "is the same license. It's the same everything."

The nub of his argument was that individual stations lack the "power and leverage" to deal directly for music licenses as long as the blanket license exists—producers, syndicators and composers make as much money by letting ASCAP and BMI handle it themselves, Millstein maintained. If the blanket license is struck down, he asserted, syndicators, producers and composers would be glad to negotiate with broadcasters directly—but only if the blanket license is not available to handle the job for them.

Millstein seemed to get more pointed questioning from the bench than either of the ASCAP and BMI attorneys. □

Judge Winter, for instance, wanted to know in what way the blanket license restrains trade. "Because there is no reasonable alternative to it," Millstein replied.

At another point Judge Newman questioned him at some length as to whether the stations had "realistically" tried to get direct licenses, indicating that he wasn't sure that they had. Millstein said the stations had approached syndicators and producers to no avail and had found it would be a waste of time to approach composers. Judge Newman suggested they perhaps should have gone to composers and made "reasonable cash offers."

Millstein said direct rights must be obtained from three sources—producer, composer and publisher—and that this source licensing won't be possible "as long as there's a blanket license." But, he said, "every witness in this case testified that there would be source licensing if there were no blanket license."

Barry Garfinkel, counsel for BMI's composer, author and publisher affiliates, also urged the panel to reverse the lower court's decision. The 60,000 affiliates did not misuse their copyrights, he said, and all claims made against them should be dismissed. He said the affiliates would "welcome the opportunity" to negotiate directly with broadcasters or anybody else.

There was no indication as to when the court might hand down a decision. Sources close to the case were hopeful it might come by next spring. Both sides have said that if they lose, they'll appeal to the Supreme Court for review. □

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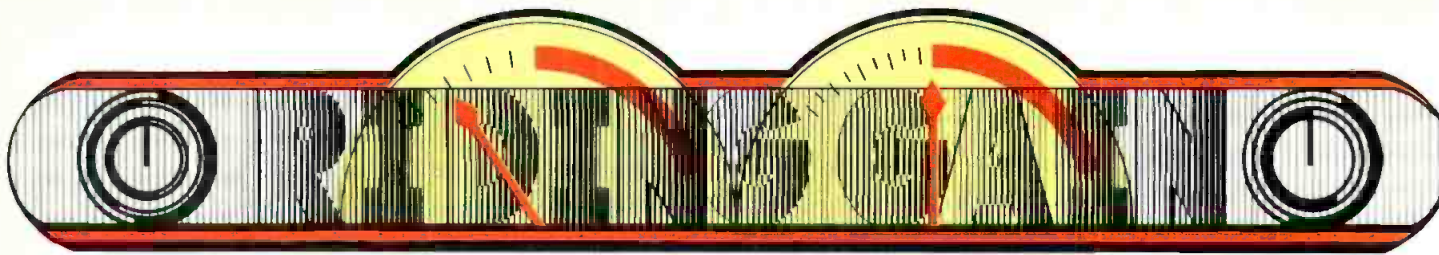
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Network sales strategy

The Radio Networks Association's board of directors put its stamp of approval on a marketing plan presented by its new president, Arthur Kriemelman, at a meeting in New York. The plan calls for, among other things, a series of on-going seminars on network radio's advertising effectiveness geared for both ad agencies and clients.

The association has assembled a sales presentation, called "Network Radio Today," which will be presented at seminars by the following executives from RNA member networks: Edward McLaughlin, president of ABC Radio Networks and chairman of RNA; Thomas Burchill, president, RKO Radio Networks and vice chairman of RNA; Dick Brescia, senior vice president, CBS Radio Networks; Dick Penn, vice president and general manager, NBC Radio Network, and Nick Verbitsky, president, United Stations.

The RNA board also approved the launching of a direct mail campaign targeted to 170 agency creative directors which, according to Kriemelman, will offer "stimulat-

ing" ideas for writing radio commercials. The mailings will include taped examples of creatively executed radio spots.

Kriemelman, a former Mutual Broadcasting sales executive, noted that the medium's ad sales were up 22.7% for the month of September based on figures computed by the accounting firm of Ernst & Whinney, which relies on financial data supplied confidentially by ABC, CBS, NBC, RKO, Mutual and Sheridan. Kriemelman projects that the fourth quarter will see an increase in advertising sales of from 17% to 20% with 1983 finishing 20% ahead of last year.

The association, which was founded two years ago with the objective to "foster and promote the status of national radio networks as a communications and advertising medium," named its first "full time" president, Kriemelman, just last month ("Riding Gain," Sept. 26). Other RNA members include Westwood One, Satellite Music Network and Transtar Radio Network.

CNN expands

Turner Broadcasting's CNN Radio is expected to announce shortly that it will expand its individual newscasts, currently airing at the top and bottom of each hour in the morning, to the afternoon and evening (noon to 9 p.m. NYT). Last August, CNN Radio began offering stations long-form

newscasts beginning with a one-hour early morning block starting at 5 a.m., followed by 10-minute reports at the top and bottom of the hour lasting until 11:40 a.m. Prior to that, the network was primarily feeding affiliates the audio portion of its cable service, CNN Headline News.

Optimistic

While some major radio rep firms such as the Christal Co. and Eastman Radio say national spot sales for the month of October have been soft (BROADCASTING, Oct. 31 Blair Radio, which in the past has issued very conservative growth estimates, is bullish on business. Dick McCauley, Blair's senior vice president/stations, sees October well ahead of last year with the fourth quarter perhaps as much as 12% greater than in 1982.

McCauley referred to the Blair Radio Outlook for the fourth quarter (sent to client stations last month) which says "most company offices are tracking well ahead of last year. New York seems headed for its best relative performance of the year and Chicago, Boston and Houston are dramatically up as well."

McCauley's optimism is also shared by Ken Swetz, president of Katz Radio, who sees a brisk third quarter carrying into the fourth quarter, and by Rich White, executive

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Right 'Direction'. ABC's Direction Network, launched in January 1982, reached a milestone late last month with the signing of its 200th affiliate, Capitol Broadcasting's WAF(FM) Charleston, W.Va. Present at the signing were (standing, l-r): Robert Benson, vice president, senior executive, ABC Radio Networks; Jim Davis, general manager, WAF; John Axten, vice president, ABC Adult Radio Networks, and Vincent Gardino, director of the Direction Network. Seated, l-r: Ken Johnson, president of the Capitol Station Group and vice chairman of the Direction Network's affiliate advisory board, and Edward McLaughlin, president, ABC Radio Networks.

ice president and general sales manager
or Major Market Radio.

Auxiliary team assembled

National Public Radio has appointed seven professionals from the corporate, philanthropic and arts communities to act as volunteer "counselors" to the NPR board chairman for one year. According to NPR Chairman Donald P. Mullally, the newly appointed advisory council will "help establish relationships with the business community" and be "on call for giving advice" to him. Those appointed are: Thornton F. Bradshaw, chairman, RCA Corp.; John E. Corbally, president, John D. and Catherine T. MacArthur Foundation; Douglas A. Fraser, UAW president emeritus and board member, Chrysler Corp.; C.E. Meyer Jr., president, Trans World Airlines; Francis H. Muselman, managing partner, Milbank, Tweed, Hadley & McCloy, New York-based law firm; John Hoyt Stookey, president, National Distillers & Chemical Corp., and former congressman Lionel Van Deerlin, the former Democratic representative from California who is now a telecommunications professor at San Diego State University.

Moving up

The rate of increase in national spot radio dollars for markets 51 and below during the first three quarters of 1983—15.4%—is ahead of the larger markets, according to Radio Expenditure Reports Inc., which bases its data on financial information supplied confidentially by 14 leading rep companies. National spot advertising in January-September for markets one to 10 showed a 10.7% increase, while markets 11 to 25 climbed 11.9% and markets 26 to 50 rose 8.2%. In addition, RER reports that the top 10 markets during the first three quarters of the year accounted for 51.5% of all spot radio advertising expenditures in the top 50 markets.

Progress report

CBS's RadioRadio Network has become the only young adult network with affiliates in all of the country's top 25 metro markets, according to Robert Kipperman, RadioRadio's vice president and general manager. Recent affiliate additions to the network, which is now 18 months old, include: WYDD(FM) Pittsburgh, KKHR-FM Los Angeles and KXX(FM) Dallas.

In addition, eight new advertisers have used RadioRadio since Sept. 1, bringing the total number of sponsors to 92 since RadioRadio's April 1982 debut. They are: Bantam Books, through Gaynor Media; Locktite adhesives, through J. Walter Thompson; Hanes for L'Eggs and Hanes Too, via Dancer Fitzgerald Sample; Doubleday Publishing, placed by BBD&O; Van Munching Distributors for Heineken Beer, through SSC&B; Hershey Chocolates for Milk Chocolate Almond bars, through Ogilvy & Mather; Procter and Gamble for Sure deodorant, through Wells, Rich, Greene, and Spaulding for weight lifting products, through Hill, Holliday, Connors and Cosmopoulos.

RadioRadio's four-month-old weekly "countup" series, *Top 30 USA*, has passed the 200-affiliate mark. The most recent major market station to sign up for the show, hosted by radio personality M.G. Kelly, is WPX-FM New York.

Push-button news

Beginning last Monday (Oct. 31), Westinghouse Broadcasting and Cable, through a joint venture with the National Phoning Co., instituted a telephone news service, Newsphone, for listeners of the company's all-news WINS(AM) New York. Listeners in the metropolitan region who are

not near a radio can dial (212) 976-3131, 24 hours a day to hear a one-minute news capsule which is prepared and updated by WINS Newsphone staffers, according to station officials. "We believe that the WINS Newsphone has the potential to develop into an essential service for New Yorkers," said John Waugaman, WINS vice president and general manager.



Car campaign. Plans for a major month-long campaign blitz to promote radio as a key advertising vehicle for the automotive industry were discussed at a special meeting of the Detroit Radio Advertising Group. A total of 110 executives from local stations, networks, rep firms and the Radio Advertising Bureau were on hand. The campaign, which got under way Oct. 24, involves more than 1,000 calls to automotive decision makers and agency personnel discussing radio's advertising effectiveness. Both the Radio Networks Association (RNA) and the Stations Representatives Association (SRA) will be involved in the effort. The campaign is being billed as Operation R.A.D.I.O. It's theme: "Looks don't sell cars anymore." Attending last week's meetings were (l-r): William Cummings, vice president and director of national sales, RAB; Ray Avedian, vice president, Mideast region, RAB; William Stakelin, president and chief executive officer, RAB; Joseph Kelly, vice president, ABC Radio Networks, Detroit, and president of the Detroit Radio Advertising Group, and Ben Scrimizzi, senior vice president, marketing and sales, RAB.

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STV, MDS industries reassess market position at joint convention

Both industries have fallen on tougher times; sessions examine ways to reverse downward trend

"Let's face it, it's very tough to be in the subscription television business today," summed up one panelist during last week's first joint convention of the Subscription Television Association and the National Association of MDS Service Companies. The 1983 Over-the-Air Pay TV Conference and Exposition, as the event was called, drew about 250 participants to the Century Plaza hotel in Los Angeles Monday and Tuesday (Oct. 31-Nov. 1).

The STV industry has shrunk dramatically during the last several years, with many systems shutting down completely and others losing substantial numbers of subscribers. Existing operators could draw little comfort from presentations at last week's panel sessions, which in some cases drew as few as a dozen observers. One scheduled three-hour session started a half-hour late and ended one hour early because only a handful of registrants attended.

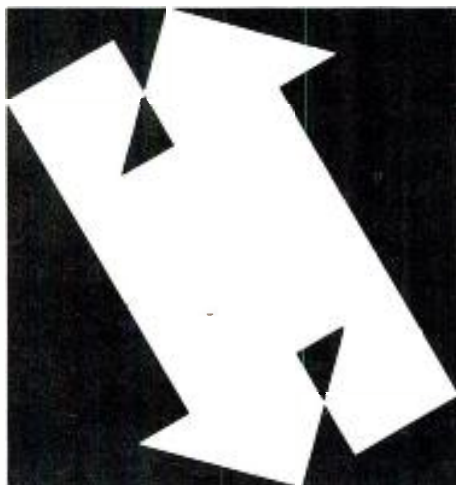
The multipoint distribution service-oriented sessions, scheduled concurrently with the STVA program, fared better, attracting as many as 150 persons to several panels. Questions about the multichannel MDS industry's future abounded, however, with many expressing concern about its long-term viability.

In a keynote luncheon speech on Monday, industry analyst Paul Kagan described STV and MDS as being at a "watershed point," predicting that without consolidation, only a few companies will survive. He pointed out that STV's subscriber base has plunged from 1.4 million to about 900,000 since 1981, while the number of MDS subscribers has stagnated at about 500,000. To reverse that trend, Kagan suggested cooperation with DBS, SMATV and low power television operators. DBS operators, for example, could be approached about offers to assist them in marketing programming, and in the installation and servicing of equipment. Kagan blamed the industries' problems mainly on the growth of cable, which doubled its subscriber base during the past two years.

The opening STVA session, entitled "New Sources of Revenue," dealt with income producing strategies, including teletext and computer-based data services. STV could provide a "veritable electronic highway," suggested Rick Newberger, executive vice president of Omnilogic, a consulting firm. Home computers, he ventured, might be tapped for interactive nonvideo services delivered via STV. A contrasting opinion was offered by Ron Castell, senior vice president of Satellite Television Corp. and a former STV executive, who declared: "Programming is still the name of the game." Castell suggested that some advertiser-supported cable services might look with favor on STV and MDS systems "because they need the eye balls."

A separate panel was devoted entirely to sports and pay television, with disagreements surfacing on whether sports programming helps in retaining subscribers. Richard Whitman, former general manager of Los Angeles' ON TV and now a programming consultant, claimed as many as 25% of customers subscribed to that STV service because of sports programming and 35% remain for that reason. But Jack Jacobsen, executive vice president and chief operating officer of Chicago's SportsVision, an STV ser-

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ice owned by four professional athletic teams, said he counts 35,000 paying subscribers compared with up to 50,000 estimated viewers using illegal decoders. Tom Thompson, president of STV of Greater Washington (D.C.), downplayed the importance of sports to the STV customer, and warned that pay-per-view sporting events could lead to dissatisfaction among the majority of subscribers who choose not to pay extra for such programming and are blacked out for the duration.

Much of Tuesday morning's MDS session was devoted to debate over how to make the best of that industry's uncertain economic and regulatory future.

Don Franco, president of Microband Corp. of America, disclosed his company was written off 20% of its anticipated revenues due to bad debts. "We have suffered tremendously," he confided. "In some cases, security deposits [for new MDS customers] may be necessary."

Al Parinello, vice president of programming at Graphic Scanning Corp., an MDS operator, challenged his colleagues to come up

with a new pricing structure for multichannel services, arguing that "we are currently charging outlandish prices."

"Something must be done," he said, "so that MDS doesn't emulate STV in its current lackluster mode." Multichannel is essential to the survival of MDS, he continued, and all participants must cooperate in developing strategies for long-term operation.

"This is the beginning of a new era for MDS," Parinello declared. "We can increase our subscribership 50% in a year if we cooperate and make sound, sensible deals." Specifically, he called for readjustment of costs, increased marketing and a commitment "not to deal with unestablished companies."

Ed Milling, senior vice president of Taft Broadcasting, warned that MDS costs will increase substantially with multichannel operation, averaging at least \$120,000 to \$150,000 for each 10-watt system. After careful research, his company filed in less than 50 cities after analyzing the viability of multichannel MDS. "We feel like DBS is going to have a major impact on multichannel," he cautioned.

At a later Tuesday morning session, the director of Instructional Television Services for San Diego Public Schools, Henry McCarty, spoke for many ITFS operators when he warned that educational institutions now using microwave systems for instructional programming may be slow in leasing their channel capacity, as sanctioned under recent FCC action.

"We think it is too early to consider leasing space," he said, "We won't consider it for three to six months. We didn't agree with [the FCC decision] in the first place and want to have our needs met. We want a partnership that will be mutually beneficial for five years or more."

STV operators, meanwhile, grappled with the questions of marketing and programming during Tuesday sessions, which ranged in attendance from about 12 persons in the mid-morning to about 65 persons for the PPV session.

The so-called "barker channel," an unscrambled billboard running above the scrambled STV signal, brings in about half the new subscribers to the Reading, Pa., sys-

CBS wins its fourth week in five

CBS turned in another weekly win, its fourth out of five in the new season, in prime-time ratings for the week ended Oct. 30. CBS averaged a Nielsen rating/share of 17.9/28, while ABC-TV, which had taken week three with help from the World Series, placed second with 16.6/26 and NBC pulled in third with 15.0/24.

CBS won Monday, Thursday and Friday and tied with ABC for Saturday and Sunday. The ties meant that CBS, which once dominated Sunday night but is now losing its hold, had to share it this time with ABC, while ABC, which normally dominates Saturday nights, had to share this one with CBS. NBC won Tuesday—once an ABC fiefdom—and ABC won Wednesday.

There were two premieres, both on the drab side. *Bay City Blues*, the much-heralded new entry in NBC's Tuesday-night lineup, lost more than 40% of its lead-in from *A Team*, which at 24.8/37 was the week's highest-rated program; *Bay City* managed only 13.7/22, placing 53rd among the week's 72 shows, and its second half-hour (12.8/21) did worse than the first (14.5/23). *St. Elsewhere*, in its season premiere on NBC Wednesday night, averaged 14.6/24 and ranked 49th.

Bay City Blues trailed both ABC's *Hart to Hart* (16.4/27), directly opposite it in the 10-11 p.m. NYT period, and the CBS movie, *First*

Affair, which averaged 19.8/31 over its full two hours and ranked 12th for the week. On Wednesday, *St. Elsewhere* fell even farther behind its ABC opposition *Hotel* (24.1/40), which was the week's second-highest-rated program, but easily outscored the CBS Wednesday movie, *Happy* (10.2/16), which ranked 65th.

CBS won Monday night with strong performances from *AfterMASH* (21.7/31) and *Newhart* (20.1/29) and a still strong—although down from the week before—*Scarecrow & Mrs. King* (18.9/28).

For the week, the three networks had a combined average of 49.5/78, down marginally from the week before (49.8/79.9) but up somewhat in rating from the comparable week last season (48.7/80). For the season to date, they are averaging 50.8/81 as against 51.0/82 in the comparable five weeks of 1982.

Outside of prime time, in the evening news race, all three network entries gained ground, presumably because of the violence in Beirut and the invasion of Grenada. *CBS Evening News* continued its long-held leadership, its average rating rising to 13.4 from 12.7 the preceding week. *NBC Nightly News* climbed to 12.0 from 10.6, and *ABC World News Tonight* to 11.0 from 9.7. Their combined ratings totaled 36.4, up 3.4 rating points, or 10% from the week before.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	A Team	NBC	24.8/37	26.	Knight Rider	NBC	17.8/26	51.	Benson	ABC	14.2/25
2.	Hotel	ABC	24.1/40	27.	Family Ties	NBC	17.7/28	52.	Three's Company	ABC	14.2/21
3.	60 Minutes	CBS	24.1/36	28.	Hardcastle & McCormick	ABC	17.7/26	53.	Bay City Blues*	NBC	13.7/22
4.	Dallas	CBS	24.0/40	29.	Jeffersons	CBS	17.6/26	54.	Fantasy Island	ABC	13.3/23
5.	Simon & Simon	CBS	24.0/38	30.	We Got It Made	NBC	17.2/27	55.	Lottery	ABC	12.9/22
6.	Magnum, P.I.	CBS	23.6/37	31.	Private Benjamin	CBS	17.1/29	56.	Diff'rent Strokes	NBC	12.7/22
7.	Dynasty	ABC	22.9/36	32.	That's Incredible	ABC	17.1/27	57.	Disney's Halloween	CBS	12.7/22
8.	AfterMASH	CBS	21.7/31	33.	Goodnight, Beantown	CBS	17.0/27	58.	Silver Spoons	ABC	12.6/21
9.	Killer in the Family	ABC	21.6/34	34.	Alice	CBS	16.6/24	59.	Oh Madeline!	ABC	12.5/18
10.	Falcon Crest	CBS	21.3/37	35.	Hart to Hart	ABC	16.4/27	60.	20/20	ABC	12.2/20
11.	Newhart	CBS	20.1/29	36.	Mama's Family	NBC	16.4/26	61.	Boone	NBC	12.1/18
12.	First Affair	CBS	19.8/31	37.	Trapper John, M.D.	CBS	16.1/30	62.	Whiz Kids	CBS	11.6/19
13.	The Haunting Passion	NBC	19.7/30	38.	Real People	NBC	16.1/26	63.	Manimal	NBC	10.9/18
14.	NFL Football Post	CBS	19.1/31	39.	Gimme A Break	NBC	16.0/25	64.	Trauma Center	ABC	10.4/16
15.	Scarecrow and Mrs. King	CBS	18.9/28	40.	NFL Monday Night Football	ABC	15.7/29	65.	Happy	CBS	10.2/16
16.	Facts of Life	NBC	18.7/29	41.	Happy Days	ABC	15.5/23	66.	Yellow Rose	NBC	10.1/17
17.	Fall Guy	ABC	18.6/30	42.	T.J. Hooker	ABC	15.3/26	67.	9 to 5	ABC	10.1/16
18.	One Day at a Time	CBS	18.6/27	43.	Webster	ABC	15.2/26	68.	Jennifer Slept Here	NBC	9.8/17
19.	Knots Landing	CBS	18.3/33	44.	Matt Houston	ABC	14.8/26	69.	First Camera	NBC	9.8/15
20.	Garfield on the Town	CBS	18.5/32	45.	Emerald Point N.A.S.	CBS	14.8/24	70.	Rousters	NBC	9.7/16
21.	Love Boat	ABC	18.1/30	46.	Mississippi	CBS	14.8/22	71.	Mr. Smith	NBC	8.3/15
22.	Hill Street Blues	NBC	18.0/32	47.	Motown 25 Years	NBC	14.7/23	72.	For Love And Honor	NBC	7.8/14
23.	Cheers	NBC	18.0/28	48.	Ripley's Believe It Or Not	ABC	14.7/22	-			
24.	Great Pumpkin	CBS	17.9/30	49.	St. Elsewhere**	NBC	14.6/24				
25.	CBS NFL Football Game	CBS	17.9/29	50.	Just Our Luck	ABC	14.5/22				

* New program-premiere episode

** Returning program-premiere episode

tem operated by Wometco Enterprises, according to a representative at the "Operations" panel.

Esther Rodriguez, national director of marketing for Oak Media's ON TV, emphasized use of broadcast television as an advertising vehicle, estimated her system spends between \$35-\$50 per subscriber to make a successful sale. Kip Farmer, vice president of Satellite Syndicated Systems, said its Tulsa, Okla., and Ann Arbor, Mich., STV systems have gained most of their new subscribers through advertisements placed on independent stations.

During the final Tuesday afternoon ses-

sion, Lucy Stuts, director of programming for SelecTV, a national STV operator, stressed the need to carefully research and test for audience preferences in programming.

"I think there is a market for us," she said, noting SelecTV's venturing into MDS, SMATV and LPTV programming. "We emphasize that we show more movies per month than HBO and the Movie Channel combined. The important thing is to deliver on what you're promising." Stuts said a broad-based program mix is important, offering everything from family fare to adult movies. "We can't go to too many extremes," she stressed.

SelecTV Chairman James Levitus acknowledged that the service has lost 28,000 subscribers during the past year at its Los Angeles outlet. He also said negotiations about a possible merger between SelecTV and ON TV, which also operates a Los Angeles STV system, have been discontinued. Levitus also discounted rumors that SelecTV might shut down the 90,000-subscriber Los Angeles operation.

Despite the gloomy outlook for the industry in some quarters, it was estimated during the convention that the combined revenues of the STV and MDS businesses were about \$500 million last year.



OTI's Spanish showcase



SINsational. Leading broadcast executives from the Spanish-speaking world gathered in Washington Oct. 29 to attend the 12th annual Organizacion de la Television Iberoamericana (OTI) international song festival, which was broadcast live by the Spanish language television network, SIN, to 200 million potential viewers in 23 countries. Held in the United States for the first time, the festival is the final event of a worldwide competition for the winners of national singing competitions in 20 Latin American countries, the United States, Spain and Portugal. This year's event also included guest performances by operatic tenor Placido Domingo and singer Charytin, who hosts a weekly variety program on SIN. "Paper Star," a song dedicated to film star Charlie Chaplin, won the competition for its composer, Brazilian painter Elifas

Vicente Andreato, and its performer, Jesse Florentino Santos.

Pictured (top left): Santos singing the winning song. Celebrating at the gala after the show (top right, l-r): Emilio Azcarraga, president, Televisa, S.A., Mexico; Rene Anselmo, president, SIN Television Network and producer of this year's broadcast, and Domingo. Also in town for the festival were (bottom picture, l-r): Nicanor Gonzalez, vice president, OTI, and president of Lima Compania Peruana de Radio de Fusion, Peru; Fernando Eleta, president, Channel 4 television network, Panama; Guillermo Canedo, president, OTI, and vice president of Televisa; Anselmo; Romulo O'Farrill, chairman, Televisa, S.A.; Oscar Gutierrez, attorney, Televisa, S.A., and Luis Borgerth, director of international distribution, TV Globo Ltd., Channel 4, Brazil.



Cable on the boardwalk

Atlantic show attracts 2,500 in its second outing; talk centers on legislation, new products and program services

The second annual Atlantic Cable Show convened last week in Atlantic City, N.J., with almost 2,500 in attendance, about 500 more than attended the first show a year ago. The convention, sponsored by four state cable associations—New York, New Jersey, Pennsylvania and Maryland/Delaware—also attracted 180 exhibitors occupying 280 booths (twice as many as last year) at Atlantic City's Convention Hall.

Exhibitor reaction to this year's show was mixed, with some complaining that floor traffic was not as heavy as they would have liked, while others said business was brisk and that the show had the potential, as one put it, "to become the Eastern show that the Southern Cable TV Association has aspired to sponsor for about the last 10 years."

A number of exhibitors polled said the Atlantic Show was perhaps the best this year of three East Coast-based shows—the Eastern Show in Atlanta, the New England Cable Television Association convention and the Atlantic show. But there was also considerable sentiment among those attending last week's meeting to merge the three shows into one gathering because of the time and expense involved in participating in three separate meetings. A number of exhibitors said they would like to see annual convention trips limited to one Eastern show, a Western show and the National Cable Television Association convention.

Some exhibitors were also disappointed with the decision to hold next year's Atlantic show in Washington at the Washington Convention Center Oct. 24-26. Attendance may

suffer as a result, said one exhibitor, because of a perceived lack of social activities outside of the convention itself, such as the gambling available in Atlantic City.

This year's convention participants—or at least its organizers—seemed to be preoccupied with the national cable legislation now pending before Congress. Moderators at every panel session urged attendees as soon as possible to send their congressmen "deregulation-grams" calling for passage of House bill 4103, even though, as one moderator put it, "passage in this Congress seems unlikely."

Keynoter Senator Frank Lautenberg (D-N.J.) told those attending the show that the industry has some valid complaints about the lack of standards for local regulation. In some cases, he said, local operators have "impeded the growth" of cable. He said national policy should set "reasonable limits" on franchise fees and requests for local services, and a "reasonable expectation" of renewal of franchises for systems who deliver the kinds of services they have promised to deliver. He said that basic rates should be deregulated except where cable provides the only means of acceptable television reception.

Few new products were introduced at this year's show. However, Tocom unveiled a new low-priced (\$115 without remote control) baseband addressable converter called the Eclipse. The 450 mhz (66-channel capacity) converter will be available for delivery in December. A Tocom official said future models will have increased channel capacity (up to 80 channels).

Two new program services were also announced. Genesis Storytime, a videotex (Telidon) service featuring children's stories, was launched on an FM subcarrier of the

signal of the CBN Cable Network aboard Satcom III. The service, based in Winnipeg, Man., still has to get its decoder (which would be installed at system headends and not in subscriber homes) type-accepted by the FCC. Genesis President Arthur Doerksen said that approval would probably come in early December and that systems could begin receiving the service by the beginning of the year. The service will be supported entirely by cable operator carriage fees, said Doerksen. Operators offering the service on basic will be charged 10 cents per subscriber per month and operators offering Storytime as a pay service will be charged 30 cents per subscriber per month. MSO's receive a special rate. Doerksen said the company should reach break-even with 10 million subscribers. Three MSO's have committed to carry Storytime so far, including ATC, Group W Cable and Cox.

Another service introducing itself to the cable industry at the Atlantic show was The Nostalgia Channel. It is a proposed 24-hour advertiser-supported service, consisting primarily of classic films but also airing vintage television shows and some original programming, including nostalgia quiz and news programs and a soap opera set in a 1940's army base. The service is sponsored largely by Texas-based real estate and oil concerns, said Ken Nimmer, general manager of the service, based in Long Island. Nimmer said the service would be launched in March, and that the company is trying to secure a transponder on Westar V.

Cablevision and the Washington Post Co., joint owners of the Long Island-based Sportschannel regional pay sports service, also announced at the show that they agreed to purchase Prism, the Philadelphia-based pay sports and movie service. The talks

started several months ago and it's expected that the deal will be closed within two weeks. About 70% of Prism's programming is movies, the remainder, sports. □

Can newspapers and cable co-exist profitably?

One session at last week's Atlantic Cable Show was entitled, "A Natural Partnership: Newspapers and Cable." However, that title proved to be ironic, since the panelists representing both cable and newspaper interests indicated that potential partnerships between the two groups are not only far from "natural," but that it is far from certain whether such partnerships will work at all.

Kathleen Criner, director of telecommunications affairs for the American Newspaper Publishers Association, said that statistics indicate that interest among newspaper publishers in starting ventures with cable systems may have peaked in 1982. More than 30 ventures among newspapers and cable partners were initiated in 1982, she said, while only eight such partnerships have been launched so far in 1983. "To some extent," said Criner, newspaper publishers are "re-assessing" their participation in ventures with cable operators, or at the very least are taking a "wait and see look" at how those ventures already launched fare in the marketplace.

Despite the caution, said Criner, newspaper publishers are "concerned" about the survival of their medium and "are looking for new ways to deliver their services."

"Clearly, it has not been a successful early marriage" between newspapers and cable, said Criner, adding that part of the problem may be attributed to newspaper publishers "underestimating" the costs of launching a successful venture with cable operators.

The ANPA recently conducted two surveys concerning newspaper publisher involvement with the new technologies. In the first, conducted in February, said Criner, 66% of those responding said they were either investigating involvement with the new technologies or soon would be.

In the second, conducted in July, of publishers actually involved in ventures with cable, 64% of those responding (69 of more than 120 companies that were mailed questionnaires) said they leased a channel from a cable system, while 23% said they were involved in a joint venture. About 87% said their cable-related service was a 24-hour service. About 16% said they were making a profit from their ventures, with 84% responding that they were not making a profit. Close to 60% said they were committed to their cable projects for the long term. Almost 50% said their motive was "defensive" in nature, while 36% said they were motivated by the belief that cable represented a "good business opportunity."

Irwin Polinsky, vice president, corporate development, Cablevision Systems, stopped short of calling his company's venture with *Newsday*, a Long Island, N.Y.-based daily, a "natural" partnership. (*Newsday* leases a channel on Cablevision's Long Island system to provide a 24-hour news and information service containing both video and text-only elements.) Polinsky said that one

benefit of leasing a channel to *Newsday* was that the newspaper sold advertising to support its cable service, thus creating "greater awareness of cable" within the advertiser community.

Leonard Forman, director of planning for the New York Times Co., said that newspaper publishers "were looking to protect themselves," with forays into businesses such as cable and related technologies such as videotex. "Consumers are reading less and watching more television," said Forman, with programming content in turn becoming "more specialized and segmented." He said that since 1950, newspaper circulation has been declining in proportion to the growth of U.S. households.

Forman, noting that advances in computer technology have made it easier for newspapers to experiment with electronic delivery of their services, conceded that print publishing is "vulnerable." Advertising patterns may change significantly in the next 10 years, he said, noting the growth of cable advertising and, perhaps more importantly, the growth of cable interconnects, which will enable cable ad revenues to grow considerably.

As to whether cable and newspapers should be viewed as "natural" partners, said Forman, "I can't say." In any event, he acknowledged that the NYT Co. has been uncertain enough to proceed with electronic media ventures "far more slowly" than other newspaper publishers. "Only time will tell," he concluded, "whether that has been a wise decision." □

Pfister tells ACS panel that videotex can be money-making venture for cable operators

Larry Pfister, chairman of the Videotex Industry Association, told reporters attending a panel session on new cable services that business applications of videotex, as opposed to consumer applications, "are likely to arrive first" as a profit center for cable operators.

Pfister, who is also a consultant on electronic publishing to Time Video Information Services, compared what's likely to happen in the videotex industry with the way things developed with videotape and other emerging technologies. "Business applications emerged first," with videotape, he said, noting that videodisks, which have not been successful in developing a consumer market of any consequence, appear to have carved a niche in the business market.

Pfister, who was instrumental in developing Time's cable teletext experiments, declined to comment on recent reports that the company may now be having second thoughts about the medium as a viable consumer business. "The tests will continue," he said, but he could not say for how long. Time has been using a decoder in its tests based on Zenith's Z-Tac technology and has an agreement with Matsushita to develop a new teletext decoder box.

Pfister told cable operators at the session that videotex "will bring about the big explosion in the home computer market." He based that prediction in part on surveys of consumers indicating they hope to purchase

a personal computer. More often than not they describe bill paying, home shopping electronic mail and other videotex applications as services for which they most want to use a computer. "While there is a market for them," said Pfister, the average household does not have a need or desire for computer based services, such as word processing or financial accounting. And, he added, "two thirds" of us hate video games.

While most existing videotex tests are telephone-based, said Pfister, cable may be in a better position now than phone companies to take advantage of what he sees as a "emerging demand" for videotex service: Cable's broadband medium, explained Pfister, is better equipped to handle heavy videotex traffic, while today's telephone-switched network is "designed for the four-minute phone call."

He urged interested cable companies to act quickly, however, because phone companies and other potential competitors are "looking hungrily" at videotex. "There is a window [for cable operators]," he said, "but you can't wait until 1990."

Hadassa Gerber, vice president, director of media information and new technologies: McCann Erickson, discussed the prospect of cable advertising at the same session. "We are very up on cable" as an advertising medium, said Gerber, but "realistic" at the same time. She said that it is unlikely that advertising will be the "sole supporter of the medium."

Noting that McCann estimates that total cable advertising revenue in 1982 totaled about \$182 million (representing less than 0.5% of all television advertising revenues), Gerber said "there will definitely be more advertising coming to cable." She also said that cable has a tremendous opportunity to generate revenue on the local level, where \$30 billion is spent annually by advertisers through various outlets. Regional interconnects, she said, will offer a "structural solution to buying spot cable."

"The key we see for cable is marketing," said Gerber. If operators promote and market cable properly at the local level, she said advertisers will be more likely to use it as an advertising outlet. □

Searching for answers to the questions of renewal

William Finneran, chairman of the New York State Commission on Cable Television denounced pending federal cable deregulation bills (S. 66 and H.R. 4103) as proposals that would place "onerous restrictions" on local governments which are obligated to insure that cable franchises properly serve subscribers. Finneran's remarks, made during a session on franchise renewals at the Atlantic Cable Show last week, were countered by those of Josh Koenig, vice president and general counsel of the New York State Cable Television Association, who said the federal cable legislation would set necessary standards that would serve to curb "abuses" by local governments at franchise renewal time. Franchise renewal consultant Stuart Brotman said that, while cable operator should welcome the passage of the pending bills, they would not serve as a "panacea,



Brotman, Koenig, Finneran

Blame placed on both sides for sometimes poor relations between cable operators, cities

Cable industry leaders participating in a panel discussion (entitled, to the expressed embarrassment of those participating, "The Hour of Power") on where the industry is headed, acknowledged partial blame for the current antagonistic relationship that exists between the industry and many local governments. Their solution was passage of national cable legislation that would institute standards for local oversight of cable franchises.

Cable companies may have overbid for franchises in many communities, said William Bresnan, chairman and chief executive officer of Group W Cable, but no more so "than cities overrequired" in their requests for proposals. Arguing that cities cannot deny complicity for many franchise agreements that cable operators are now finding very difficult to live up to, Bresnan denounced mayors and government officials who now refuse to acknowledge their role, and who insist now that "a deal is a deal." He added that those officials were "instrumental in shaping those agreements," demanding costly dual cable systems and institutional networks that in many cases subscribers will not use.

Asked why the cable companies did not walk away from the bargaining table when pressed by the cities for unreasonable demands, Bresnan said, "maybe we should have. We were at fault too, but the burden has to be spread over all of those involved." The attitude of the cities at this point, said Bresnan, noting that earlier last week the National League of Cities abandoned support for cable legislation now pending in the House of Representatives (H.R. 4103), is that cable operators will have to keep all of the promises they made in winning the franchise bids, regardless of how impossible that may be. "That's not fair," he said, adding that the more appropriate attitude is "let's work it out together."

"We are not blameless," admitted Douglas Dittrock, president, Tribune Cable Communications, referring to cable overbidding in many franchise wars. But he offered that city franchise officials were also to blame, as were their consultants, for demanding unrealistic system designs and services, and at the same time refusing to allow cable companies to collect adequate fees from subscribers.

On other topics, the leaders participating painted a generally positive picture of the cable industry's future.

Robert Rosencrans, president, United Artists Cable Systems Corp., said that although the industry will inevitably face periodic "shocks and surprises," few if any "fundamental changes" lay ahead. Noting the vigorous merger activity in cable during the last couple of years, he said that "consolidation is inevitable."

Rosencrans said program suppliers probably face more trouble ahead and urged cable operators to lend more than just a hand. "They need our support," he said. Operators must be willing not only to provide channel space but be willing to pay carriage fees for program services as well, he said. □

curing all the ills cable operators claim they face during the renewal process.

"I won't pander to you," Finneran told the audience. He conceded that cable franchisees who serve their subscribers and communities well should receive a "leg up" in the franchise renewal process, "but not two legs, two arms, a trunk and a head."

Finneran suggested that the federal legislative proposals fail to address the real question as he sees it—"where the public interest lies." He added that cable operator complaints that local regulation has proved to be an "albatross" around their necks have a hollow ring to them, at least in New York. He said that over the past 10 years in that state, all 345 cable franchises that came up for renewal were renewed "without any changes in ownership."

Finneran asked rhetorically: Does such a record imply a "rubber stamp" renewal process within New York State? "Not at all," he continued. He said that, on the contrary, it probably reflected the fact that the renewal process provides an "opportunity for leveraging by local governments that is probably in the public interest." He suggested that it was not unreasonable for the local community with a 12-channel system to ask for, or perhaps insist on, an upgrade from the system operator at renewal time. "Cable is really a service business," he said, and local officials would be abdicating their responsibility to their constituents if they let cable operators get away with running "antiquated systems" incapable of providing all the services that subscribers could reasonably ask for.

"I favor [giving a preference to] incumbents who do a good job," said Finneran. "They deserve to be given a tilt." However, he added, the pending cable bills in Congress would provoke "distrust and hostility" between cable operators and local governments.

Koenig, of the New York State Cable Television Association, countered that standards should be set into federal law concerning franchise renewals because procedures as they stand now on the state and local levels are often "confusing," and too often allow for abuses and potential abuses [including varying degrees of "extortions"] by government officials. And those abuses "can't be anticipated in advance," he said.

Koenig also argued that when renewal is in doubt, subscribers as well as system operators suffer. Operators may suffer financially, he said, because lenders are reluctant to

offer long-term loans at prime rates to operators that may be out of business before the loans mature. And subscribers may suffer because operators "may be reluctant" to adequately maintain systems if renewal is in doubt.

In the absence of federal legislation, Koenig offered several ideas operators should consider in securing renewal rights, including the attempt to get such rights written into initial franchise agreements, and lobbying for local ordinances that would guarantee those rights. Short of acquiring such rights, Koenig suggested that operators bargain for "termination valuation" clauses in initial franchises which would guarantee them a fee from the local government if their franchises are not renewed.

Stuart Brotman, president, Communications Strategies Inc., said that cable operators should start their actual renewal "campaigns" at least 24 months before the franchise's expiration. He said the first thing that operators should do is make sure they possess all the information they may be called upon by the local franchise authority to produce in connection with the renewal process, and that it be compiled and presented to authorities in an organized fashion.

Brotman said that the "key team" that prepares the operator's bid for renewal should be assembled "in house," and that operators should be suspect of "consultants posing as white knights promising to get your franchise renewed." Consultants, he said, should not have a "visible role," but instead should work behind the scenes, perhaps offering advice or doing market research.

Subscribers and nonsubscribers should be surveyed twice throughout the renewal process, said Brotman, once in the early stages of the operator's renewal campaign and a second time as renewal-decision time approaches so that community satisfaction with its cable system can be accurately gauged.

Brotman said that the operators should direct their renewal campaigns at three groups within the community—the press, the public and local officials. And he cautioned cable operators not to underestimate the political savvy of local officials, whom he noted are kept up-to-date on issues by a number of their own associations, such as the National League of Cities and the U.S. League of Mayors. General awareness of cable issues has also been "heightened," he said, by all the attention that the cable industry has received from the general press. □

Microband plans multichannel service through ITFS band

Agreement with educational applicant allows it to sublease channels in number of cities

Microband Corp. of America, New York, has cut a deal with a fledgling educational television network that could put it at the forefront of the multichannel television (MCTV) business.

It has agreed to lease most of the time on four-channel Instructional Television Fixed Service (ITFS) systems that the National University of the Air Inc. is applying for in an undetermined number of cities.

Based in Williamsburg, Va., the NUA plans to distribute educational and instructional programming over satellites to a network of ITFS stations starting early next year.

Judging from records at the FCC, Microband plans to use the channel capacity it leases from NUA for an MCTV—or, as Microband calls it, “wireless cable”—service. MCTV broadcasters make use of the 2 ghz microwave band now divided among the multipoint distribution service (MDS), the operational fixed service (OFS) and ITFS to offer multiple channels of pay or advertiser-supported programming. FCC rules, which permit MCTV using channels of any one or any combination of the MDS, ITFS and OFS services, were adopted earlier this year.

Neither Microband nor NUA would discuss their plans, but many details were included in the NUA's ITFS applications at the FCC and copies of the Microband-NUA contract that were attached to them. NUA began filing the applications last August.

The MCTV service Microband envisions would be loaded with cable services. “At the present time,” the contract said, “it is believed that [the] programming will be supplied by one or more programming networks, such as Home Box Office, Showtime, The Movie Channel, ESPN, [superstations WTBS(TV) Atlanta and WGN-TV Chicago], CNN, etc.”

According to FCC releases, NUA has applied for ITFS systems in Dallas, Phoenix, Chicago, New Orleans and Philadelphia and has already received a construction permit for a system in Washington. NUA plans to apply for systems in additional markets, but, fearing a flood of competing applications, will not say where.

The lease agreement for the four-channel ITFS system that NUA has applied for in New Orleans is typical. Under the agreement, Microband will lease 75% of the air time on each of the four channels, including the hours from 5 p.m. to 8 a.m. each day on three of the channels. In addition, Microband has the right to lease any of remaining time that NUA doesn't use for its educational and instructional programming. In exchange, Microband has promised to pay rent and to purchase, install, operate and maintain the four-channel transmission system.

To lease the ITFS time, the contract said, Microband will pay NUA a monthly “sub-

scriber fee” of 10 cents for each home Microband serves or \$1,000, whichever is more. There is one important exception to the rule. Microband may keep subscriber fees in excess of \$1,000 each month until its capital investment in the ITFS system is recovered.

The relationship allows Microband to get into the MCTV business ahead of scores of other prospective MCTV broadcasters that submitted more than 16,000 applications for four-channel MDS systems last September (BROADCASTING, Oct. 31). (Microband, which is the nation's leading operator of single-channel MDS systems, applied for more than 200 four-channel MDS systems.)

At the same time, the symbiosis between the companies will help NUA achieve its goal of establishing a self-supporting nationwide satellite-ITFS network for distributing educational and instructional programming. NUA is another creation of John A. Curtis, who has been producing and distributing instructional and educational programming for more than a decade.

Using funding from the federal government, Exxon and the Tull Foundation, said Curtis, NUA set up a trial network and sent programming in September and October to schools in Washington, Atlanta, Dallas, San Diego and Los Angeles over satellite facilities leased from Videostar Connection. NUA intends to set-up a permanent network next year, he said, and use the time it retains on the ITFS systems to broadcast the network programming locally.

The Microband arrangement, he said, helps make the network and ITFS systems “economically viable without major federal financial support.” □

DBS set to debut

USCI will offer Indianapolis area three-channel service next week

Despite a lack of sufficient programming, United Satellite Communications Inc. was pushing ahead last week to launch the nation's first direct broadcast satellite service—on schedule—next Tuesday (Nov. 15) in 33 counties of central Indiana. Over the next several months, the service will be gradually rolled out and eventually offered to consumers in 26 states in the Northeast and Midwest.

DBS or satellite broadcasting, in which programming is beamed by communications satellite to homes equipped with small earth stations, is one of the new distribution media to emerge over the past decade to challenge conventional broadcasting and cable for the attention and dollars of television viewers and advertisers.

USCI, which is backed by General Instrument and Prudential Insurance, will beat its potential competitors into the market—Rupert Murdoch's Skyband by several months and Comsat's Satellite Television Corp. by as much as a year.

USCI has been hesitant to share information about its service and its marketing plans, but various sources, including USCI's telemarketing operators, have helped BROADCASTING piece together a picture of the USCI service.

USCI may have solved the biggest problems faced by all prospective DBS operators—installing and servicing the earth station. According to industry sources, RCA Service Co. has agreed to handle the earth stations for USCI. Said RCA Service spokesman John Schnepf: “I was told we are still in negotiation. When something is concluded, there will be an announcement.” USCI would not comment on the report, but said an announcement on the earth station logistics would be made early this week.

USCI had hoped to offer five channels of pay and advertiser-supported programming, but only had three lined up last week: two proprietary movie channels—Movietime and Showcase—and ESPN. The movie titles being mentioned by the telemarketers include “Rocky III,” “Victor, Victoria,” “The Trail of the Pick Panther,” “Breaking Away,” “The Lucky Lady” and “The Verdict.” USCI is actively negotiating with other cable programmers and may have all five of its channels filled by launch time.

Although USCI would not comment on a deal with ESPN, Andrew Brilliant, vice president and general counsel, ESPN, said the contract was signed last Tuesday. The arrangement with USCI, he said, is similar in terms of commercial availabilities and promotion to the ones ESPN has with cable operators, he said. The only major difference is price, he said. USCI will have to pay more than cable operators. Dealing with a new medium, he said, should not cause any strain between ESPN and its cable affiliates. “We don't see this in any way to be inimical to the interests of cable.”

When Turner Broadcasting System bought Satellite News Channel from ABC and Group W for \$25 million and shut it down on Oct. 27, USCI may have felt repercussions. At the time of SNC's demise, according to a Group W spokesman, Group W and USCI were in the midst of negotiations to make SNC one of USCI's five services. “The talks were positive,” he said. “Both had a willingness to do business.” With the loss of SNC, USCI is forced to deal with TBS, which operates the only 24-hour-a-day news services, Cable News Network and CNN Headline News. And, according to TBS's Terry McGuirk, they are not close to making a deal. “They've made several proposals,” he said, “but we have not been able to come to terms yet.” McGuirk knocked down reports that TBS would be willing to provide programming to USCI for a piece of the company. “They have not offered stock ownership... and we have not demanded that kind of thing.”

According to one telemarketer, USCI plans to roll out its service on a month-by-month basis following the Indianapolis launch: January—Chicago and Fort Wayne, South Bend and Lafayette, all Indiana. February—Baltimore; Washington; Cincinnati, and Harrisonburg and Richmond, both Virginia; March—Boston; Providence, R.I.; Portland, Me.; Burlington, Vt.; Roanoke, Va., and Watertown and Rochester, both New York. April—Milwaukee; Detroit; Cleveland; Toledo, Ohio, and Norfolk, Va. May—Philadelphia, and Hartford, N.Y. June—Albany, Buffalo, Utica and Syracuse, all New York; Pittsburgh, and Clarksburg,

W. Va. July—Rockford and Peoria, both Illinois; Davenport, Iowa; Zanesville and Columbus, both Ohio; Parkersburg, Beckley and Charleston, all West Virginia, and Louisville, Ky.

To receive the service, according to USCI spokeswoman Edina Gillmor, consumers must pay a one-time installation charge of \$300 and \$39.95 per month. USCI will offer subscribers options to buy their earth stations, which would drop the monthly fee to \$29.95. Before USCI can offer the options in earnest, however, it must set the retail price of the earth station. According to one operator, they will sell for around \$800.

RCA Service Co. seems to be well suited to its task. According to RCA, the company is one of the "world's largest technical services organizations." Its Consumer and Commercial Services operation, which will handle the earth station installation for USCI, serves consumer and commercial electronic and electrical products through 168 domestic branches.

Since March, it has also been marketing turnkey satellite master antenna television (SMATV) systems for hotels and motels. Not only does RCA take care of the hardware, most of which comes from Scientific-Atlanta, but it also arranges for the programming. According to Schnepf, RCA is authorized to include Home Box Office, CNN and CNN Headline News, superstation WTBS(TV) Atlanta and ESPN in its SMATV package. RCA has announced deals to install 25 earth stations at Days Inns and eight at La Quinta Motor Inns. In addition, it has installed systems at independent hotels and motels. Rich Tessean, RCA's branch manager in Indianapolis, says his branch has so far installed four or five systems.

USCI has been hard put over the past several months to piece together its DBS puzzle. In June, it signed a four-year contract, valued at more than \$14 million, with Atlantic Satellite Communications Inc., Northvale, N.J., for tape playback and satellite uplinking services. In July, it awarded a three-year contract to Data Communications Corp., Memphis, for its BIAS on-line traffic and program scheduling service (BROADCASTING, Aug. 8). And in September, it hired Anixter Communications, Skokie, Ill., to store earth stations in warehouses across the country and distribute them to designated installers (BROADCASTING, Sept. 19).

The exclusive supplier of the earth stations is General Instrument, one of USCI's equity partners. According to Hal Krisbergh, group director of business development, General Instrument, earth stations cost between \$500 and \$600 without addressability or descrambling capability. The first earth stations will be assembled from parts purchased from a number of manufacturers, including M/A-COM (dishes), Alps (receivers and low noise block converters [LNB's]), DX Antenna (LNB's) and Matsushita (LNB's). When the scrambling system, which will feature digital audio and line-inverted video, is ready, existing subscribers' earth stations will be retrofitted with a separate addressable descrambler, while new subscribers receive integrated receiver/descramblers. □

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

UHF TELEVISION COMMITTEE □ Fighting for preservation of its turf and parity with other services has always been a way of life for UHF station operators. The NAB's UHF committee, under its new chairman, George E. DeVault, accepts that but has drawn up a battle agenda for its first meeting next week at NAB headquarters in Washington. The Nov. 17 session will be followed by visits to the FCC to see Jim McKinney, chief of the Mass Media Bureau, and as many commissioners as possible.

DeVault, president and general manager of WKPT-TV Kingsport, Tenn., says the "primary goal is to maintain the spectrum we now have and to avoid the encroachment of land-mobile, this new decentralized radio service, or anything else." He feels the spectrum needs of land mobile can be achieved by new technologies, such as compandered single sideband and other discoveries.

Another land-mobile concern of the committee involves adjacency of UHF stations to land-mobile operation. One example is the channel 69 UHF station in Atlanta where the FCC "created a situation" by granting the outlet and, with the transfer of channels 70-83 to land-mobile, granted land-mobile operations in Atlanta on the lower edge of channel 70. Result: interference to land mobile and an FCC order to channel 69 to vastly reduce its power during daytime hours.

"One of our goals is not only to solve this existing situation but to get rules on the book so that this [conflict] won't be repeated," DeVault declared.

Also in the focus of the UHF Television is "The Depressed Collector Klystron Project," a venture involving NAB and NASA that seeks to upgrade transmitter efficiency. "The new very high efficiency klystron being developed is very dear to our hearts because it can very substantially cut the electrical energy costs for UHF transmission," DeVault said, explaining that power demands for suitable UHF transmission have created "outrageous power bills." Funding for the project has come from equipment manufacturer Varian & Associates, \$400,000; NASA, \$300,000; commercial TV stations through the NAB, \$200,000, and the Public Broadcasting Service, \$100,000.

The committee's concern about keeping intact its slice of the spectrum includes an awareness that development of high-definition television could involve UHF space. One HDTV proposal calls for transmission of a compatible regular picture on a normal channel while using another UHF channel to transmit additional information to HDTV sets that would combine the signals for a high-definition picture.

Then there are matters being addressed directly by other NAB committees, but which draw the attention of the UHF committee at its meetings. DeVault explains one: "The FCC now has a rulemaking that would allow TV stations to put subsidiary communications authorization [SCA] subcarriers on their sound, just like FM stations. If this rulemaking is successful it will mean more to the UHF than to the average VHF station since UHF outlets have to look to more and varied sources of revenues."

Also under another NAB task force is the must-carry issue that evokes the concern and support of the UHF committee. "We ask UHF broadcasters to have a particular interest because we feel that while must-carry is important to all stations, it is particularly vital to UHF stations," DeVault said. "The typical VHF gets a large portion of its viewership from people on antennae as opposed to people on cable. In UHF, where the reception off air is much more difficult, the cable audience is more important."

With respect to low-power television, the UHF committee has no position, and would be involved only if LPTV posed an interference problem. But it stirs bitter memories. DeVault cited FCC policy that allowed VHF stations to apply for either VHF or UHF translators, but which barred UHF stations from seeking VHF translators, lest a UHF station surround itself with VHF translators and become a surrogate VHF. "But when the FCC changed [the latter part of] that policy, it almost simultaneously opened LPTV to the whole world, so UHF broadcasters never got a fair shake," he added.

UHF Television Committee members, other than DeVault: Cy N. Bahakel, wccb-TV Charlotte, N.C.; Bill Fox, kcst-TV San Diego; Ralph Gabbard, wkyt-TV Lexington, Ky.; Paul Hughes, Viacom International, New York; Eugene McCurdy, wphl-TV Philadelphia; David Olmstead, wrog St. Petersburg, Fla.; Harry J. Pappas, kmph-TV Visalia, Calif.; Crawford P. Rice, Gaylord Broadcasting, and Terry K. Shockley, Wisconsin TV Network, wkow-TV Madison, Wis.



DeVault

Changing Hands

PROPOSED

WFRL(AM)-WXXQ(FM) Freeport and WSOY-AM-FM Decatur, both Illinois; and WLAP-AM-FM Lexington, Ky. □ Sold by Illinois Broadcasting Co. to WSOY Inc. for \$8 million. **Seller** is owned by Lindsay and Shaub families, who are liquidating company. F.M. Lindsay is president. They formerly owned Lindsay-Shaub Newspapers Inc., which they sold to Lee Enterprises in 1979. **Buyer** of WSOY-AM-FM and WLAP-AM-FM is owned by C.R. Griggs, executive vice president of Illinois Broadcasting. **Buyer** of WFRL(AM)-WXXQ(FM) is owned by Griggs (65%), and James D. McQuality and Larry S. Ward (17.5% each). McQuality is general manager of Freeport stations. Ward is technical supervisor for Freeport and Decatur stations. WFRL is daytimer on 1570 khz with 5 kw. WXXQ is on 98.5 mhz with 19.6 kw and antenna 150 feet above average terrain. WSOY is fulltimer on 1340 khz with 1 kw day and 250 w night. WSOY-FM is on 102.9 mhz with 54 kw and antenna 450 feet above average terrain. WLAP is on 630 khz fulltime with 5 kw day and 1 kw night. WLAP-FM is on 94.5 mhz with 50 kw and antenna 640 feet.

KWK-AM-FM St. Louis □ Sold by Doubleday Broadcasting to Robinson Broadcasting for \$4.5 million. **Seller** is New York-based owner of two AM's and seven FM's, headed by Gary Stevens, president. It recently bought WMET(FM) Chicago ("Changing Hands,"

March 7). **Buyer** is headed by Larry Robinson, chairman of J.B. Robinson Jewelers, a subsidiary of W.R. Grace. He also is principal owner of WBBG(AM)-WMIJ(FM) Cleveland. KWK is on 1380 khz fulltime with 5 kw day and 1 kw night. KWK-FM is on 106.5 mhz, with 39 kw and antenna 560 feet above average terrain. **Broker: Milton Q. Ford & Associates Inc.**

WAKY(AM)-WVEZ(FM) Louisville, Ky. □ Sold by Multimedia Inc. to Capitol Broadcasting Corp. for \$3.6 million, which is spinning off WAKY to Marion Communications (see below). **Seller** is Cincinnati-based newspaper publisher, MSO, production company and group owner. Broadcast division is headed by James T. Lynagh, vice president. It also owns six AM's, six FM's and five TV's, including KAAY(AM)-KLPQ(FM) Little Rock, Ark., which it recently sold for \$4.25 million ("Changing Hands," Aug. 1). **Buyer** is Mobile, Ala.-based group owner of two AM's and four FM's, headed by Kenneth Johnson, president and majority owner. It recently sold WKDY(AM) Spartanburg, S.C., for \$600,000 ("Changing Hands," Aug. 1), and WCRT(AM) Birmingham, Ala., for \$287,500 ("Changing Hands," April 18). It is selling its WRKA(FM) St. Matthews (Louisville), Ky. (see below) to comply with FCC duopoly rules (see below). WAKY is on 790 khz fulltime with 5 kw day and 1 kw night. WVEZ is on 106.9 mhz with 24.5 kw and antenna 670 feet above average terrain.

KNOX(AM)-KYTN(FM) Grand Forks, N.D. □ Sold by Billings/Lafayette Associates Ltd. to Red River Associates for \$3 million. **Seller** is headed by Henry P. Slane. Slane and other principals also have interest in Peoria Journal Inc., publisher and group owner of KICT(FM) Wichita and KFRM(AM) Salina, both Kansas; KSSS(AM) Colorado Springs and KYNR(FM) Pueblo, both Colorado, and KEKE(AM)-KWXL(FM) Albuquerque, N.M. It also recently donated KBMY(AM) Billings, Mont., to Eastern Montana College ("Riding Gain," Oct. 24). **Buyer** is partnership, headed by John B. Babcock, broadcast consultant and former executive vice president and chief operating officer of Park Broadcasting Co., Ithaca, N.Y. It has no other broadcast interests. KNOX is on 1310 khz fulltime with 5 kw. KYTN is on 94.7 mhz with 100 kw and antenna 325 feet above average terrain. **Broker: R.C. Crisler & Co. Inc.**

WAKY(AM) Louisville-WRKA(FM) St. Matthews (Louisville), Ky. □ Sold by Capitol Broadcasting Corp. to Marion Communications for \$2.5 million. **Seller** is Mobile, Ala.-based group owner of two AM's and four FM's, which is buying WAKY(AM)-WVEZ(FM) Louisville (see above). It is keeping WVEZ and WRKA call letters. **Buyer** is owned by Earnest L. Palmer, president, and Henry E. Smith III (26% each), and 21 others. Palmer is Marion school superintendent. Smith is announcer and chief engineer at WACT-AM-FM Tuscaloosa, Ala. It also owns WJAM(AM) Marion, Ala., and recently bought WCAR-AM-FM Columbus, Miss. WAKY is on 790 khz fulltime with 5 kw day and 1 kw night. WRKA is on 103.1 mhz with 3 kw and antenna 285 feet above average terrain.

KNAC(FM) Long Beach, Calif.—Sold by James J. Joseph Esq., trustee, to Flagship Communications Inc. for \$1.7 million at auction. **Seller** was appointed after Wright Communications Group, licensee, had filed for reorganization under Chapter 11 of bankruptcy law. Wright is owned by brothers Edward W., president, Paul and Virgil, who bought station in 1981 for \$2 million ("Changing Hands," Jan. 12, 1981). They have no other broadcast interests. **Buyer** is owned by Fred C. Sands, Los Angeles realtor, who has no other broadcast interests. KNAC is on 105.5 mhz with 1.6 kw and antenna 400 feet above average terrain.

WSMY(AM) Weldon-WPTM(FM) Roanoke Rapids, N.C. □ Sold by Smiles of North Carolina Inc. and Halifax County Broadcasting Inc. to Radio Ventures Ltd.-I for \$850,000. **Seller** is equally owned by Tim Moran, and brothers W. Orson and Allen Hardy Woodall. It has no other broadcast interests. **Buyer** is headed by Ronald J. Verlander Jr. (5%), Atlanta-based syndicator of limited partnerships. Remaining 95% will be owned by "not yet sold" limited partnership. WSMY is fulltime on 1400 khz with 1 kw day and 250 w night. WPTM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KWRT-AM KOBX(FM) Boonville, Mo. □ Sold by Big Country of Missouri Inc. to T & T Communications Inc. for \$475,000 plus \$50,000 noncompete agreement. **Seller** is jointly owned by Richard L. Billings and his wife, Patricia, who are applicants for new

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11/7/83

FM at South Jacksonville, Ill. **Buyer** is equally owned by Phillip W. Trammel and wife, Barbara J. Phillip Trammell was general manager of KSD(AM) St. Louis. Barbara Trammell is housewife. They have no other broadcast interests. KWRT is daytimer on 1370 khz with 1 kw. KDBX is on 99.3 mhz with 3 kw and antenna 285 feet above average terrain. *Broker: Ralph E. Meador.*

WTLQ(FM) Pittston, Pa. □ Seeks transfer of control of Morgan Communications Inc. from Charles T. Morgan and family to Futur-emark Communications Inc. for \$500,000. Consideration may increase by \$125,000 if, in future, FCC allows for change of transmitter facilities to nearby mountains, and additional \$125,000 if new location is used. Station began operations Oct. 14. **Seller** is owned by Charles T. Morgan and wife, Genieve R. (51%), and their son, Charles T. Jr. (49%). Morgan Sr. is director of engineering for Susquehanna Broadcasting Co., group owner of six AM's and seven FM's. Morgan Jr. is sales representative for WNEP-TV Scranton, Pa. **Buyer** is owned by Roy E. Morgan (30%) (no relation to seller) and son, James E. (20%); Joseph M. Montione (20%), and the remainder equally owned by Douglas W. George, Joseph R. Nardone and Dr. Joseph M. Lombardo. Roy E. Morgan has joint ownership of 48.9% of licensee of WILK(AM) Wilkes-Barre, Pa., which is also applicant for LPTV in Hanover Township, Pa. James E. Morgan is general manager of WILK. Montione has interest in licensee of WHTF-FM, Starview (York), Pa. George is owner of WQBQ(AM), Selingsgrove, Pa., and is majority owner of WHTF-FM. Lombardo is general practitioner in Pittston. Nardone is Wilkes Barre businessman. WTLQ is on 102.3 mhz with 3 kw and antenna 360 feet above average terrain.

WEFF(AM) Highland Park, Ill. □ Ninety percent sold by Newsweb Corp. to Gordon H. Winston and Myra M. Winston for \$500,000 plus \$150,000 noncompete agreement. Sale is contingent upon securing new antenna site location for station. **Seller** is owned by Fred Eychaner, who has commercial printing interests. He also owns WPWR-TV Aurora, Ill., and owns 3.5% of voting stock of Des Moines Register and Tribune Co., which owns three V's and two AM-FM combos. He is permittee for KTUV-TV Boulder, Colo. **Buyers** are husband and wife. Gordon Winston is CPA and management consultant for Eychaner. Myra Winston is real estate manager. WEFF(AM) is daytimer on 1430 khz with 1 kw.

WHOL(AM) Allentown, Pa. □ Seeks assignment of license from Empire Broadcasting Co. Inc. to Radio 16 Inc. for \$450,000. **Seller** is equally owned by Ray M. Schacht and James A. Herbert who have no other broadcast interests. **Buyer** is jointly owned by Clyde E. Griffith and wife, Suzanne G., who run family counseling firm in Philadelphia. They have no other broadcast interests. WHOL is daytimer on 1600 khz with 500 w.

KALK(FM) Denison-Sherman, Tex. □ Sold by Grayson Collegiate Communications Inc. to Stansell Communications for \$306,000 plus \$20,000 noncompete agreement. Station began operation Oct. 17. **Seller** is owned by Thomas Spellman, who also has interest in KSKS(AM) Conroe, Tex. **Buyer** is owned by

Jim Stansell, eastern division manager for Dallas-based Satellite Music Network, and formerly co-owner of KIXK(FM) Denton, Tex. KALK is on 104.9 mhz with 3 kw and antenna 298 feet above ground. *Broker: Kelly Associates Inc.*

KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona □ Sold by Payne Broadcasting Inc. to Wick Broadcasting Co. for \$250,000. Consideration is allocated: KFMM \$150,000, KCUZ \$75,000 and all other assets, assignments and goodwill, \$25,000. **Seller** is owned by brothers, William F. (51%) and John W. Payne (49%). William Payne also owns KNOT-AM-FM Prescott, Ariz. John Payne owns 49% of applicant for new AM at Sahuarita, Ariz. **Buyer** is owned by Frank Newell, publisher of *Eastern Arizona Courier* (10%) and brothers Walter and Robert J. Wick (90%), who are equal trustees of Milton I. Wick Publishing Co., newspaper publishers. KCUZ is on 1490 khz full-time with 1 kw day and 250 w night. KFMM is on 99.1 mhz with 50 kw and antenna 2,280 feet above average terrain.

□ Other proposed station sales include: WBFS-TV[CP] Miami; WJIZ(FM) Albany, WTJH(AM) East Point and WMJM(AM)-WFAV(FM) Cordele, all Georgia; KMGFM-Montivideo, Minn.; KLRS-AM-FM Mountain Grove, Mo. ("Changing Hands," Oct. 31); WFMV(FM) Blairstown, N.J.; WNNC(AM) Newton, N.C.; WDLV(AM)-WIOZ(FM) Pinehurst/Southern Pines, N.C. ("Changing Hands," Oct. 31); KKLR-FM Edmond, Okla. ("Changing Hands," Oct. 24); KPUP(FM)[CP] Redmond, Ore.; WEAB(AM) Greer, S.C.;

WSJW(AM) Woodruff, S.C.; KFDD-TV Amarillo, Tex. ("Changing Hands," Oct. 31), and KZEE(AM) Weatherford, Tex. ("Changing Hands," Oct. 31) (see "For the Record," page 82).

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WHEC-TV Rochester, N.Y. □ Sold by Broadcast Enterprises National Inc. to Viacom International Inc. for \$24.5 million plus swap of Viacom's KDIA(AM) Oakland, Calif., and WDIA(AM) Memphis to BENI. **Seller**, based in Philadelphia, is principally owned by Ragan A. Henry, president. It owns WPDQ(AM) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJAS(AM) Pittsburgh. **Buyer**, based in New York, is publicly traded company headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). WHEC-TV is CBS affiliate on channel 10 with 316 kw visual, 39.8 kw aural and antenna 500 feet above average terrain. KDIA is on 1310 khz with 5 kw full time. WDIA is on 1070 khz with 50 kw day and 5 kw night.

KYCU-TV Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo. □ Sold by Wyneco Communications Inc. to Burke Broadcasting Co. for \$9.7 million. **Seller** is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. **Buyer** is owned by Alfred T. Burke, Longview, Tex.-based president of bottling company. He has no other broadcast

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interests. All three stations are primary CBS and secondary ABC affiliates. KYCU-TV is on channel 5 with 100 kw visual, 24 kw aural and antenna 840 feet above average terrain. KSTF is on channel 10 with 240 kw visual, 24 kw aural and antenna 840 feet above average terrain. KTVS is on channel 3 with 60.6 kw visual, 6 kw aural and antenna 760 feet above average terrain.

WSMW-TV Worcester, Mass. □ Sold by SI-BOS Inc. to Central Massachusetts Television Inc. for \$8 million. **Seller** is owned by brothers Melvin, Fred and Herbert Simon, who also have minority interests in construction permit for WSMK(TV) Indianapolis. **Buyer** is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. WSMW-TV is independent on channel 27 with 513 kw visual, 102 kw aural and antenna 1,531 feet above average terrain.

WJIB(FM) Boston □ Sold by General Electric Broadcasting Co. to NBC for \$6.5 million. **Seller** is New York-based subsidiary of General Electric Corp. and owns KOA-TV Denver and 13 cable systems. It has recently completed sale of WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville, for about \$14.5 million (BROADCASTING, May 9), WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2); KOA(AM)-KOAQ(FM) Denver for \$22 million (BROADCASTING, May 30), and KFOG(FM) San Francisco for \$4.5 million (BROADCASTING, June 27). **Buyer** also owns four AM's, four FM's and five TV's. WJIB is on 96.9 mhz with 8.7 kw and antenna 1,010 feet above average terrain.

KSFO(AM) San Francisco □ Sold by Golden West Broadcasting Co. for \$6 million. **Seller** is group owner of four other AM's, three FM's and one TV, headed by Gene Autry, chairman. Golden West recently sold KTLA(TV) Los Angeles for \$245 million (BROADCASTING, Nov. 1, 1982, April 18). **Buyer**, based in Seattle, is principally owned by Dorothy S. Bullitt and family. It is group owner of four AM's, four FM's and four TV's, including KYA(AM) San Francisco, which it will spin off (see below). It recently sold WRTH(AM) Wood River, Ill. (BROADCASTING, Feb. 28). KSFO is on 560 khz with 5 kw day and 1 kw night.

KSLR(FM) San Antonio, Tex. □ Sold by Classic Media Inc. to C&W Wireless Inc. for \$4.1 million. **Seller** is equally owned by Edward G. Atsinger III and brother-in-law, Stuart Epperson. It also owns WEZE(AM) Boston; WYNM(AM) New York; KAKC(AM)-KCFO(FM) Tulsa, Okla., and KMAC(AM) San Antonio. **Buyer** is owned by Ron Campbell, Houston-based real estate developer, who has no other broadcast interests. KSLR is on 96.1 mhz with 100 kw and antenna 475 feet above average terrain.

KYA(AM) San Francisco □ Sold by King Broadcasting Co. to Bonneville International Corp. for \$3.5 million. **Seller** is spinning off KYA to comply with FCC duopoly rules. It recently bought KSFO(AM) San Francisco (see above). **Buyer**, owned by Corp. of the President of the Church of Jesus Christ of Latter-day Saints, is headed by Arch L. Madsen, president. It also owns four AM's, seven FM's and two TV's. KYA is on 1260 khz with 5 kw day and 1 kw night.

WGAM-AM-FM Portland, Me. □ Sold by Gannett Broadcasting Services to Taylor Communications of Maine Inc. for \$3.1 million. **Seller** is Portland-based owner of four AM's, five FM's, three TV's and five newspapers in Maine. It is headed by Jean Gannett Hawley, president. **Buyer** is headed by John J. Taylor III. It also owns WCOD-FM Hyannis, Mass. WGAM is on 560 khz with 5 kw fulltime. WGAM-FM is on 102.9 mhz with 100 kw and antenna 1,460 feet above average terrain.

KCEY(AM)-KMIX(FM) Turlock, Calif. □ Sold by Behan Broadcasting Co. to Melvin Winters, Harry S. McMurray and F. Robert Fenton for \$1.8 million, including noncompete agreement. **Seller** is headed by Dennis Behan, president. It also owns KCEE(AM) Tucson, Ariz., and KLMR(AM)-KSEC(FM) Lamar, Colo. **Buyer** McMurray has minor interest in Behan's other stations, which he will sell upon approval of this sale. He also has interest in KATO(AM)-KXKQ(FM) Safford, Ariz., and KVRD(AM) Cottonwood, Ariz. Winters owns KNGT(FM) Jackson, Calif. Fenton has interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa and KMYC(AM)-KRFD(FM) Marysville, both California. KCEY is on 1390 khz with 5 kw full time. KMIX is on 98.3 mhz with 1.6 kw and antenna 390 feet above average terrain.

KOWL(AM) South Lake Tahoe, Calif. □ Sold by KOWL Inc. to Sierra Broadcasting Inc. for \$1.25 million. **Seller** is owned by John B. Parker and wife, Kathleen. **Seller** also owns KIKI(AM)-KMAI(FM) Honolulu. **Buyer** is owned by James Swanson, president, who is Dallas-based investor with no other broadcast interests. KOWL is on 1490 khz with 1 kw day and 250 w night.

WEAM(AM) Arlington, Va. □ Sold by WEAM Radio Inc. to Cardinal Broadcast Associates for \$1 million. **Seller** is owned by Thoms family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina, and recently sold cable system at Asheville ("In Brief," April 18). **Buyer** is owned by former principals of WHFS(FM) Bethesda, Md., including general manager Jacob Einstein; his son, David, program director, and Philip Margolius, president. WHFS was recently sold to Outlet Co. for \$2.1 million (BROADCASTING, Jan. 10). WEAM is on 1390 khz with 5 kw full time.

WLEE(AM) Richmond, Va. □ Sold by Nationwide Communications Inc. to The Gilcom Corp. of Virginia for \$950,000. **Seller** is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. **Buyer** is owned by Edward T. Giller, president. It also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton and WPQZ(AM) Clarksburg, both West Virginia, and is applicant for new FM at Shinnston, W. Va. WLEE is on 1480 khz with 5 kw full time.

WEIC-AM-FM Charleston, Ill. □ Sold by Macomb Broadcasting Co. to Com-Sat Communications Inc. for \$650,000. **Seller** is owned by Ernest Huls, president (70%), and William A. Earman (30%). Huls has also sold his interest in WKIO(FM) Urbana, Ill. (see below). **Buyer** is owned by Stephen H.

Garman, president. He is general manager of WEIC-AM-FM. WEIC is on 1270 khz with 1 kw day and 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain.

WKIO(FM) Urbana, Ill. □ Seventy percent sold by Ernest Huls to Macomb Broadcasting Co. for \$600,000. **Seller** is principal of company selling WEIC-AM-FM Charleston, Ill. (see above). **Buyer** is to be owned by William A. Earman, who owns other 30%. WKIO is on 103.9 mhz with 3 kw and antenna 145 feet above average terrain.

KPET(AM) Lamesa, Tex. □ Sold by KPET Radio Inc. to Richard B. Schiro for \$500,000. **Seller** is headed by Galen O. Gilbert, president. Gilbert has majority interest in KDXE(AM) Sulphur Springs, Tex.; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He recently sold co-located KCOT(FM), Lamesa for \$525,000 ("Changing Hands," Nov. 29, 1982), and KZEE(AM) Weatherford ("Changing Hands," Oct. 31), both Texas. He also has interest in KTXJ(AM)-KWYX(FM) Jasper, Tex., and recently bought KYFM(FM) Bartlesville, Okla., for \$1.1 million (BROADCASTING, April 11). **Buyer** is Dallas businessman, who has no other broadcast interests. KPET is on 690 khz with 250 w full time.

KLFM(FM) Great Falls, Mont. □ Sold by Northern Sun Corp. to KLFM Inc. for \$475,000. **Seller** is owned by Bill Reier, president. It also owns KBOZ-AM-FM Bozeman, Mont., and is applicant for new FM at Billings, Mont. **Buyer** is principally owned by William J. Luzmoor III (70%). It also owns KEIN(AM) Great Falls. KLFM is on 92.9 mhz with 100 w and antenna 450 feet above average terrain. *Broker: Chapman Associates.*

KAPB(AM)-KWLB-FM Marksville, La. □ Sold by Avoyelles Broadcasting Corp. to Kenneth W. Sasso for \$260,000. **Seller** is owned by Guy C. Billups Jr., president (90%), and Chester Coco (10%). It has no other broadcast interests. **Buyer** has been broadcaster for 20 years at various stations, including WWL(AM) New Orleans, and is owner of New Orleans-based talent placement company. KAPB is daytimer on 1370 khz with 1 kw. KWLB-FM is on 97.7 mhz with 3 kw and antenna 204 feet above average terrain.

KCLT(AM) Lockhart, Tex. □ Sold by Triple R Broadcasting Inc. to Central Texas Wireless Co. for \$200,000. **Seller** is owned by Ralph Copeland, his sister, Gayle, and their brother, Richard. It also owns KIKZ(AM) Seminole, Tex., and is permittee of new FM there. **Buyer** is owned by Peggie McClish-Werlinger (32%); her husband, Don Werlinger (33%); his brother, Joe Werlinger (10%), and Michael Venditti (25%). It has also sold, subject to FCC approval, KKNX(AM) Huntsville, Tex., and Venditti is applicant for new AM's at Colorado City and Wellington, both Colorado. KCLT is daytimer on 1060 khz with 250 w.

□ Other approved station sales include: WBI-B(AM) Centreville, Ala.; KCMN(AM) Colorado Springs; WYNC(AM) Yanceyville, N.C., and WNPC(AM) Newport, Tenn. (see "For the Record," page 83).

Round 2 on Orion, ISI applications

Above proponents tell Senate committee their applications won't hurt Intelstat organization

The debate over whether changes should be made in the basic structure of U.S. international telecommunications policy to allow new entries into the game continued before a subcommittee of the Senate Foreign Relations Committee last week, with applicants for FCC authority to provide alternative and/or competitive transatlantic satellite service dominating the session. Representatives of Orion Satellite Corp. and International Satellite Inc. contended the services they intend to provide would meet needs not now being met by the International Telecommunications Satellite Organization, would not adversely affect that world organization and would help the U.S. maintain its leadership in international telecommunications service. The subcommittee on Arms Control, Oceans, International Operations and Environment also heard from a representative of International Relay Inc., a company seeking to compete with the Communications Satellite Corp. in providing earth station access to the Intelsat network.

Defense of the present system was not ignored. Dr. Joseph V. Charyk, chairman and chief executive officer of Comsat, warned that the grant of Orion's and ISI's applications "would be a major, destructive change in a U.S. policy that has been successful in creating a high quality, low-cost global communications network in less than 20 years." He also said that it would signal "a disregard of the repeatedly expressed concerns of the vast majority of countries that comprise the global network." And he said companies like Orion and ISI could serve only the lucrative routes, leaving the "thin routes" to Intelsat, which is obligated to serve them.

The director general-elect of Intelsat, Richard Colino, made the same points two weeks ago, in the subcommittee's first round of hearings (BROADCASTING, Oct. 24). But Charyk—who did not refer to the competition IRI wants to provide Comsat—went further, warning that a weakened Intelsat could wind up losing members to the Soviet Union's Intersputnik. A regional system created in 1971 to serve the Soviet bloc, Intersputnik has in the past several years increased its membership from other areas and has improved its service. "Given a weakened Intelsat," Charyk said, "the ability of Intersputnik to attract more countries to its system would be substantially enhanced."

Christopher J. Vizas II, executive vice president of Orion, and William L. Fishman,

regulatory counsel to ISI, saw things differently. Vizas said Orion, which would sell transponders to private entities rather than serve as a common carrier, as does Intelsat, would not, therefore, be in the same business: It would provide an alternative service to Intelsat. Fishman did not go that far. He said only that ISI, which would sell at least 50% of the spacecraft to customers and reserve between 15% and 30% for common carrier service at tariffed rates, "would not cause significant economic harm to Intelsat." Thus, he said, ISI could meet the Intelsat Agreement provision requiring that new satellite systems not cause Intelsat "significant economic harm." (Orion contends that, as a specialized service, it is not required to meet that test.)

Both said their respective proposals would meet needs not currently being met by Intelsat. Indeed, Vizas said Intelsat, which has announced a new business service, should not try to meet all needs, adding that it has not yet met all of those for which it was created: "It ... does not provide direct and cost-effective public network services to many parts of the world." And in the process, they said, their respective proposals would help America maintain its primacy in satellite communications.

Vizas warned that delay carries direct and opportunity "costs" in "an area where others are prepared to act." He said Intelsat's international dominance is being eroded by the emergence of regional systems around the world, noted that the United Kingdom and France are readying regional services that are designed with the capability to provide transatlantic facilities, and added: "Delay is especially crippling because Orion cannot begin to put together the building blocks of its business—construct its satellites—until it gets permission from the FCC." He said those who need not bother with the U.S. regulatory process "can take advantage of Orion's pioneering efforts and proceed while Orion marks time."

As for Fishman, he noted that more than half of Intelsat's 109 member countries "are participants in, or are actively studying participation in, regional communications satellite systems of their own." The U.S., he said, must adapt itself "to the new environment in which Intelsat has reached maturity." He said he was not anticipating the end of Intelsat's global role. But, he said, Intelsat "must accommodate itself to a more flexible posture in which its institutional purposes and needs are complemented" by a new generation of international satellite sys-

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tems, including ISI. And he had an answer for those supporting the present system that U.S. approval of the Orion and ISI applications would open the floodgates to a large number of regional systems: If such a "cascading effect" did occur, "it would be the product of the collective judgments of Intelsat's members that a series of regional systems complementary to Intelsat would be more desirable than maintaining the present arrangement."

Those seeking to inject competition into the international communications satellite service need not look to the space segment. Steven A. Levy, legal counsel to the IRI, said that company is anxious to compete with Comsat in providing earth stations for accessing the existing global network; the company, established three years ago to serve as a resale international carrier, has committed capital for the establishment of "international satellite gateway centers around the country" to serve customers of Intelsat's new business service, Levy said. But he noted that the company is barred by FCC regulations permitting only Comsat either alone or through a consortium of carriers to own or control the earth stations operated with Intelsat.

Thus, he said, "competition may be accommodated within the existing institutional and organizational framework of the Intelsat global satellite system," providing that the FCC is prepared to make the necessary adjustments to "historic policies" favoring monopoly provision of earth station services. The commission has indicated it may be prepared to make those adjustments. The commission, "notwithstanding [its] historic earth station ownership policy," last month accepted for filing IRI's application for authority to provide a "mid-America" satellite gateway at Chicago.

The hearing, presided over by subcommittee chairman Larry Pressler (R-S.D.), also provided a forum for representatives of international telecommunications services—Philip C. Onstad, assistant to the vice president and general counsel of Control Data Corp., and Kenneth L. Phillips, director of legislative affairs for the Corporate Committee of Telecommunications Users, a not-for-profit organization representing some 40 companies. Neither addressed the Intelsat issue.

Onstad expressed concern over what he said was a perceived shift in the government's policy coordination away from the International Telecommunication Union—as a result of what some regard as its politicization—and toward the Organization of Economic Cooperation and Development as a forum for the discussion of international telecommunications policy. While OECD may be an appropriate forum for the consideration of broad trade and economic issues, he said, it is not for the consideration of detailed telecommunications policy issues. He also noted that while the ITU is comprised of 153 countries, only 24 constitute the OECD. As for the problems the U.S. has encountered at ITU meetings, he said, those may be the result of "our less than perfect preparation."

Phillips suggested that users of telecommunications be brought into the policy-making

process. Those users, he said, "are no longer naive consumers." He said the proliferation of special purpose networks has resulted in organizations consuming bandwidth possessing expertise as in the one providing it. It was not clear precisely what use the subcommittee will make of the information developed in the hearings. However, staffers made it clear the subcommittee is deeply interested in international telecom-

munications policy. They say the subcommittee sees international telecommunications as constituting a major market for the U.S. And the conflicts that have developed between the U.S. and other industrialized countries, on the one hand, and developing countries, on the other, one aide said, "is a major issue, perhaps even more important than those raised by the Law of the Sea deliberations," which have dragged on for years.

Knight-Ridder launches Viewtron

Company is spending \$29 million for videotex service geared for consumers in south Florida

A subsidiary of Knight-Ridder Newspapers Inc. is gambling millions of dollars that videotex will take its place among other mass communications media and become a money-making business.

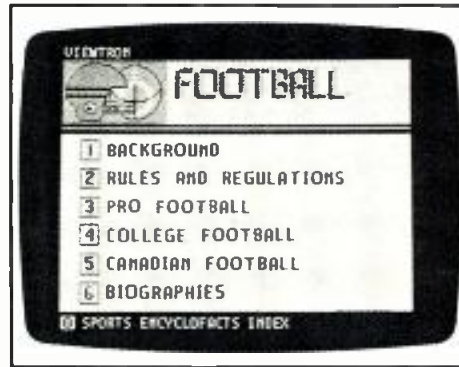
Two weeks ago, the subsidiary, Viewdata Corp. of America, launched Viewtron, a multifaceted videotex service offering subscribers via telephone lines electronic mail and shopping, information retrieval and, starting later this month, electronic banking in southeast Florida.

"We have the first commercial videotex service in the country," said VCA spokesman Mary Bulterman. Over the next 14 months, she said, VCA will spend \$29 million on operating and marketing the service.

keyboard, are being sold through area department stores and AT&T Phone Center Stores.

The introduction of the service is being supported by a \$1.5-million advertising campaign. After less than a week in the marketplace, Bulterman said, sales of terminals were going well. She declined to say how many were actually sold, however.

The success of the service will depend ultimately on its quality and utility. Based on Bulterman's description, it seems to have something for everyone. Viewtron's 75,000-page data base, she said, includes news from a number of sources (the Associated Press, Dow Jones, *The New York Times* and Knight-Ridder's *The Miami Herald*) and the *Herald's* classified advertising. Through "gateways," computer interconnects, she said, Viewtron subscribers can tap into the some 100,000 videotex pages of Grolier's



Sports scores



Home shopping

It hopes to count 5,000 subscribers at the end of that time.

Although some are skeptical about the future of videotex, VCA believes the odds of success are good. Its optimism is based on a full-scale marketing trial it conducted among 204 homes in Coral Gables, Fla., for 14 months in 1981 and 1982. "It was a big factor in deciding to go ahead," Bulterman said. "People definitely wanted it."

VCA is not alone as it enters the new market. AT&T has agreed to supply home videotex terminals and help market the service.

The service is not cheap. To receive the service, consumers will have to buy the AT&T terminal, dubbed Sceptre, for \$600. They will also have to pay a subscription fee of \$12 a month to VCA and, assuming the service is used about 30 minutes per day, an access charge of around \$14 a month to Southern Bell, the local telephone company. According to Bulterman, the terminals, which contain a full typewriter-like key-

Academic American encyclopedia and the Commodity News Service.

Using the system, Bulterman said, consumers will be able to order products from department and catalog stores, including Best Products, J.C. Penney, Royal Silk and Boundary Waters.

By the end of November, Bulterman said, Southeast Bank will be linked to the system, allowing Viewtron subscribers who have an account at the bank to check their balances, transfer funds and pay bills. Four other banks are set to follow Southeast Bank onto the system, she said, but their customers will be limited to checking their balances and funds transfer.

VCA will supplement subscriber revenues, which will amount to \$60,000 a month when subscribership hits the 5,000 mark, with advertising revenues. According to Bulterman, some 150 companies are currently paying to advertise on the service. Among them, she said, are the retailers offering shop-at-home services. □

Stock Index

	Closing Wed. Nov 2	Closing Wed. Oct 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N ABC	57 7/8	60 5/8	- 23/4	- 4.53	10	1,697
N Capital Cities	144 1/2	146 1/4	- 13/4	- 1.19	17	1,936
N CBS	72 3/8	75	- 25/8	- 3.50	10	2,148
N Cox	46 1/4	45 1/4	+ 1	+ 2.20	17	1,311
A Gross Telecast	58 3/8	58 1/2	- 1/8	- .21	13	47
O LIN	17 5/8	19 3/8	- 13/4	- 9.03	18	368
N Metromedia	25 3/4	26 1/4	- 1/2	- 1.90	2	720
N Outlet Co.	43 1/4	43	+ 1/4	+ .58	33	177
O Price Commun.	5 1/2		+ 51/2	+ 0	14	
D Scripps-Howard	27 1/4	27 1/4			15	281
N Storer	31 1/2	33 1/8	- 15/8	- 4.90	40	516
D SunGroup Inc.	6 1/2	6 1/2			3	5
N Taft	48 3/8	47 7/8	+ 1/2	+ 1.04	13	440
O United Television	13 1/8	12 3/4	+ 3/8	+ 2.94	17	153

	Closing Wed. Nov 2	Closing Wed. Oct 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	23	22 1/8	+ 7/8	+ 3.95	22	139
A Affiliated Pubs.	42 7/8	42 1/2	+ 3/8	+ .88	19	346
N American Family	22 1/2	22 3/4	- 1/4	- 1.09	13	307
O Assoc. Commun.	11 3/4	13	- 1 1/4	- 9.61	0	56
O A.H. Belo	38 3/4	38 1/2	+ 1/4	+ .64	13	363
N John Blair ***	36 3/8	45	- 85/8	- 19.16	15	287
N Chris-Craft	23 5/8	24 1/8	- 1/2	- 2.07	47	146
N Cowles	20 1/2	20 3/4	- 1/4	- 1.20	21	81
N Gannett Co.	59 1/4	62 1/2	- 31/4	- 5.20	16	3,159
N General Tire	36 1/2	36 1/8	+ 3/8	+ 1.03	15	768
O Gray Commun.	60	60			13	30
N Gulf United	29 1/4	29	+ 1/4	+ .86	9	844
N Haris-Hanks	23 1/4	22 1/8	+ 11/8	+ 5.08	14	509
N Inslico Corp.	19 1/8	20 1/4	- 11/8	- 5.55	16	308
N Jefferson-Pilot	36	37 1/4	- 11/4	- 3.35	8	774
O Josephson Intl.	13 1/4	13 1/4			9	64
N Knight-Ridder	53 7/8	55 3/8	- 11/2	- 2.70	14	1,775
N Lee Enterprises	22	23 1/4	- 11/4	- 5.37	14	296
N Liberty	24	24 1/8	- 1/8	- .51	14	240
N McGraw-Hill	43 7/8	44	- 1/8	- .28	19	2,199
A Media General	54 3/4	53 3/4	+ 1	+ 1.86	10	381
N Meredith	39 3/4	40 7/8	- 11/8	- 2.75	13	373
O Multimedia	37 1/2	38	- 1/2	- 1.31	17	624
A New York Times	84 1/4	85	- 3/4	- .88	17	1,093
O Park Commun. **	18 3/4				15	173
A Post Corp.	58 3/4	58 1/2	+ 1/4	+ .42	24	107
N Rollins	16 1/4	17	- 3/4	- 4.41	20	422
N Schering-Plough	41 3/4	42 1/2	- 3/4	- 1.76	11	2,226
T Selkirk	14	13	+ 1	+ 7.69	30	114
O Stauffer Commun.	48	48			12	48
A Tech Operations	32 7/8	34 1/4	- 13/8	- 4.01	6	30
N Times Mirror	78 1/4	80 3/4	- 21/2	- 3.09	16	2,686
N Tribune	30 1/8	29	+ 11/8	+ 3.87	14	1,234
O Turner Bcatg.	29	28	+ 1	+ 3.57	193	591
A Washington Post	71	67 1/2	+ 31/2	+ 5.18	17	1,006
N Wometco	41 3/4	42	- 1/4	- .59	21	727

	Closing Wed. Nov 2	Closing Wed. Oct 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capital- ization (000,000)
SERVICE						
O BBDO Inc.	42 1/2	44	- 11/2	- 3.40	15	247
O Compact Video	5 3/8	5 5/8	- 1/4	- 4.44	24	18
N Comsat	38 7/8	38 3/4	+ 1/8	+ .32	13	700
O Doyle Dane B.	24	22 1/4	+ 13/4	+ 7.86	20	145
N Foote Cone & B	48 1/4	48 1/8	+ 1/8	+ .25	12	140
O Grey Advertising	105 1/2	105 1/2			9	63
N Interpublic Group	56 3/4	60 7/8	- 41/8	- 6.77	13	282
N JWT Group	39 3/4	39 1/2	+ 1/4	+ .63	23	235
A MovieLab	6 1/8	6 1/2	- 3/8	- 5.76	6	10
O A.C. Nielsen	39	37 3/4	+ 11/4	+ 3.31	19	876
O Ogilvy & Mather	47 1/4	50	- 23/4	- 5.50	14	207
O Sat. Syn Syst.	8 1/2	9	- 1/2	- 5.55	170	49
O Telemation	7 1/4	7 1/4			7	8
O TPC Commun.	2 1/8	2 3/8	- 1/4	- 10.52	1	4
A Unifal Video	9	8	+ 1	+ 12.50	13	18
N Western Union	34 5/8	33 5/8	+ 1	+ 2.97	10	832

	Closing Wed. Nov 2	Closing Wed. Oct 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O Barris Indus	4 7/8	5	- 1/8	- 2.50	26	27
N Coca-Cola	52 7/8	53 3/8	- 1/2	- .93	13	7,193
N Disney	61 1/2	61	+ 1/2	+ .81	18	2,126
N Dow Jones & Co.	49 3/4	48 1/4	+ 1 1/2	+ 3.10	28	3,187
O Four Star	8 1/4	8 1/2	- 1/4	- 2.94	9	7
N Getty Oil Corp.	68 1/2	69 1/4	- 3/4	- 1.08	13	5,421
N Gulf + Western	26 3/4	25 7/8	+ 7/8	+ 3.38	8	2,059
O Lorimar	20	20 3/4	- 3/4	- 3.61	11	101
N MCA	36 1/8	36 1/8			11	1,741
N MGM/UA Ent.	12 3/8	11 5/8	+ 3/4	+ 6.45	11	616
N Orion	13 3/4	15 1/4	- 11/2	- 9.83	16	16
O Reeves Commun.	9 1/4	9 1/2	- 1/4	- 2.63	15	114
O Telepictures	15	15			19	90
O Video Corp.	9 5/8	9 7/8	- 1/4	- 2.53	17	16
N Warner	22	22 1/4	- 1/4	- 1.12	7	1,432
A Wratner	44 3/4	42 3/4	+ 2	+ 4.67	121	100

	Closing Wed. Nov 2	Closing Wed. Oct 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capital- ization (000,000)
CABLE						
A Acton Corp.	6 5/8	6 3/4	- 1/8	- 1.85	35	37
O AEL	26 1/4	27	- 3/4	- 2.77	35	53
O AM Cable TV	7	6 1/2	+ 1/2	+ 7.69	41	1,386
N American Express	33 3/4	34 1/2	- 3/4	- 2.17	7	6,735
N Anixter Brothers	22 1/4	21 3/4	+ 1/2	+ 2.29	31	393
O Burnup & Sims	5 1/2	5	+ 1/2	+ 10.00	6	49
O Comcast	20	22	- 2	- 9.09	20	164
N Gen. Instrument	33 1/4	31 1/4	+ 2	+ 6.40	21	1,044
N Heritage Commun.	13 1/2	13 1/4	+ 1/4	+ 1.88	29	100
T Maclean Hunter X	15 7/8	16	- 1/8	- .78	22	585
A Pico Products	10 1/4	10 5/8	- 3/8	- 3.52	34	29
O Rogers	8 1/8	8 1/8			7	179
O TCA Cable TV	12 1/4	12 1/4			22	82
O Tele-Commun.	18 5/8	18 3/4	- 1/8	- .66	19	808
N Time Inc.	63 3/4	63 1/4	+ 1/2	+ .79	18	2,697
O Tocom	4 1/2	4 5/8	- 1/8	- 2.70	4	32
N United Cable TV	24	25	- 1	- 4.00	16	264
N Viacom	29 1/2	28 7/8	+ 5/8	+ 2.16	16	375

	Closing Wed. Nov 2	Closing Wed. Oct 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capital- ization (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	28 3/8	28 1/4	+ 1/8	+ .44	11	211
O C-Cor Electronics	10 1/2	11 1/2	- 1	- 8.69	10	37
O Cable TV Indus.	5 3/4	5 3/4			26	17
A Catec	8 3/4	10 1/8	- 13/8	- 13.58	20	19
O Chyron	19 3/4	21	- 11/4	- 5.95	19	81
A Cohu	7	7 1/8	- 1/8	- 1.75	16	12
N Conrac	17 1/2	16 3/4	+ 3/4	+ 4.47	13	106
N Eastman Kodak	67 7/8	68 1/4	- 3/8	- .54	14	11,238
O Elec Mfg & Comm.	10 3/4	10 1/2	+ 1/4	+ 2.38	41	31
N General Electric	52 3/8	52	+ 3/8	+ .72	12	23,779
O Geotel-Telemet	2 1/4	2 1/4			28	7
N Harris Corp.	34 3/4	36 1/8	- 13/8	- 3.80	20	1,098
N M/A Com. Inc.	23 5/8	20 7/8	+ 23/4	+ 13.17	28	1,017
O Microdyne	9 1/4	9 1/2	- 1/4	- 2.63	30	43
N 3M	84 3/4	85 1/4	- 1/2	- .58	14	9,976
N Motorola	132 3/4	143	- 101/4	- 7.16	23	5,206
N N.A. Phillips	73 3/4	73	+ 3/4	+ 1.02	13	1,058
N Oak Industries	5 5/8	5 3/4	+ 1/8	+ 2.17	2	92
A Orrox Corp.	3 1/4	3 1/8	+ 1/8	+ 4.00	3	8
N RCA	35 1/8	32 7/8	+ 21/4	+ 6.84	17	2,867
N Rockwell Intl.	28 7/8	30 1/2	- 15/8	- 5.32	12	4,457
A RSC Industries	5	4 7/8	+ 1/8	+ 2.56	167	17
N Sci-Atlanta	14 3/4	15 3/8	- 5/8	- 4.06	738	353
N Signal Co.s	30 3/8	32 7/8	- 21/2	- 7.60	20	3,250
N Sony Corp.	15	14 3/4	+ 1/4	+ 1.69	38	3,459
N Tektronix	76 3/4	79 1/4	- 21/2	- 3.15	30	1,467
A Texscan	17 1/8	17 1/4	- 1/8	- .72	19	106
N Varian Assoc.	50	50			23	1,069
N Westinghouse	49 3/8	48 1/2	+ 7/8	+ 1.80	9	4,323
N Zenith	30	32	- 2	- 6.25	13	648

Standard & Poor's 400 Industrial Average	185.30	186.22	- .92	- .49		
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Notes: A-American, N-N.Y., O-OTC and T-Toronto (some prices by Shearson/AE, Wash.) ("0" in P/E ratio is deficit). Arrivals: * N.Y.-based group owner went public May 4, 1982. It recently bought KIOI-FM San Francisco and WPCK(AM)-WIRK(FM) West Palm Beach, Fla. It also owns WWOV(AM) Fort Wayne, Ind. ** Ithaca, N.Y.-based 7-7 group owner and newspaper publisher went public Oct. 26. Of \$82.4 million 1982 revenue, 42.7% came from TV and 14% from radio. Footnotes: *** Analysis attributed decline to Oct. 27 third quarter figures that showed only 4% earnings increase over same period last year on 25% higher revenue of \$97,109,000. At same

time, A.G. Becker Panbas lowered its 1983 EPS estimate by 10 cents, to \$2.50, and downgraded recommendation from "buy" to "hold." A.G. Becker analyst Barry Kaplan lowered his fourth quarter EPS estimate to 88 cents and wrote that shrinking profit margins were attributable to heavy price competition and discounting in newspaper coupon insert business, and greater than anticipated start-up costs associated with new Network Mail venture. Smith Barney analyst Arnold Bries termed perception among investors that Blair's coupon business had plateaued "not justified," and concurred with Kaplan that long-term outlook remains good.

For the Record

As compiled by BROADCASTING, Oct. 21 through Oct. 28, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Lamar, Mo.—Lamar Broadcasting Co. seeks 1200 khz; 2.5 kw. Address: 206 N. Bergan, Peoria, Ill. 61604. Principal: Equally owned by Phyllis O. Markley and Steven J. Crowley. Markley is wife of Donald L. Markley, Peoria, Ill.-based consulting engineer, with whom she has joint one-third interest in WXZY(AM)[CP] North Fort Myers, Fla.; and in applicants for new AM's at Holly Hills, Fla.; St. Andrews, S.C.; DePere, Wis., and Sartell, Minn. Crowley is also applicant for new AM in West Fargo, N.D. Filed Sept. 30.

FM applications

- Frisco, Colo.—Ann Penny Ogden seeks 92.1 mhz, 30tk kw and HAAT: minus 866 ft. Address of counsel: Carl J. Fielstra, 21821 Constanca, Mission Vieja, Calif., 92692. Principal was applicant for class C FM at Eagle Colo. App. dismissed Oct. 11 following settlement agreement. Filed Oct. 27.
- Frisco, Colo.—Aural Communications Inc. seeks 92.1 mhz, 3 kw and HAAT: minus 820 ft. Address of counsel: Welch & Morgan, 900 17th St. N.W., Washington 20006. Principal is equally owned by Matthew J. Effken and Susan V. Greeley, who have no other broadcast interests. Filed Oct. 27.
- Frisco, Colo.—Timberline Broadcasting seeks 92.1 mhz, 3 kw and HAAT: minus 838 ft. Address: P.O. Box 11021 Aspen, Colo., 81612. Principal is owned by seven investors, including Glen Gerberg, who is announcer and engineer at KSPN(FM) Aspen, Colo. Filed Oct. 27.

- Frisco, Colo.—Z-Comm Corp. seeks 92.1 mhz, 3 kw and HAAT: minus 826 ft. Address of counsel: Booth & Freret, 5124 West 62nd St., Mission, Kan. Principal is owned by brothers Eugene R. (49%) and James A. Zachman (33%); Mary Staby (10%), and David A. Helmer (8%). It has no other broadcast interests. Filed Oct. 27.
- Mary Esther, Fla.—Breeze Broadcasting Ltd. seeks 105.5 mhz, 3 kw and HAAT: 273 ft. Address: 19 Caisson Trace, Spanish Ft. Ala. Principal is owned by Patsy T. Phillips and her husband, William H. Both have half interest in WJQY(FM) Chickasaw, Ala. Filed Oct. 27.
- Mary Esther, Fla.—H. French Brown seeks 105.5 mhz, 3 kw and HAAT: 143 ft. Address: 252 Sleepy Oaks Road, Ft. Walton Beach, Fla. Principal has no other broadcast interests. Filed Oct. 27.
- Mary Esther, Fla.—Julia N. Frew seeks 105.5 mhz, 3 kw and HAAT: 328 ft. Address: Rt. 6 Cartersville, Ga. 30120. Principal is general manager a majority owner of WYXC Cartersville, Ga. Filed Oct. 26.

TV applications

- Flagstaff, Ariz.—William Greenwood Tonsmeire seeks ch. 13; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1777 ft.; ant. height above ground: 243 ft. Address: 1123 Palmetto St., Mobile, Ala. 36604. Tonsmeire has app.'s for FM's in Thoreau, N. M., and Flagstaff. Filed Sept. 13.
- Duluth, Minn.—Duluth Media seeks ch. 27; ERP: 5,000 kw vis., 500 kw aur., HAAT: 693 ft., ant. height above ground: 846 ft. Address: 2021 Tower Plaza Knoxville, Tenn. Principal: Alfonso Arreola, who is graduate student in theological studies, in Tennessee. He also has interest in applicant for ch. 8 in Johnstown, Pa. Filed Oct. 18.

AM actions

- Claremont, N.C.—Claremont Radio granted AM on 1170 khz, 5 kw-D, 1 kw-N. Principals: Edward W. Baker (100%), who is one-third partner of Moneta Associates, applicant for 13 LPTV stations, all Virginia. Baker's parents, Vernon and Virginia Baker, are principal owners of WGIC(AM)-WBZI(FM) Xenia, Ohio, and WKGM(AM) Smithfield, Va. (BP 821028AH) Action Oct. 14.
- Coos Bay, Ore.—Guy H. Oakes app. returned for 1010 khz, 2.5 kw-D. (BP 830706AJ). Action Oct. 21.
- Rogue River, Ore.—Crater Broadcasting Inc. app. returned for 1230 khz, 1 kw-D, 250 w-N. (BP 830705AC). Action Oct. 21.
- St. Stephens, Wyo.—Wyoming Christian Wireless Inc. granted 1550 khz, 2.5 kw-D, 250 w-N. Principal: Nonprofit corporation headed by David R. Pickett, president. It has no other broadcast interests. (BP 830407AO) Action Nov. 7.

FM actions

- Flagstaff, Ariz.—Star West Broadcasting Inc. app. dis-

missed for 97.5 mhz, 100 kw, HAAT: 1,439 ft. (BPH 830805AH) Action Oct. 14.

- Brooklyn, Iowa—Randy E. Henry app. returned for 99.3 mhz, 3 kw, HAAT: 275 ft. (BPH 830718AC) Action Oct. 14.
- Plantation Key, Fla.—John T. Galanses granted 103.1 mhz, 3 kw, HAAT: 290 ft. Principal is also 46.5% owner of WWUS(FM) Big Pine Key, Fla., and principal applicant for new FM at Christiansted, St. Croix, Virgin Islands. (BPH 830422AG) Action Oct. 18.
- Belleville, Kan.—First Republic Broadcasting Corp granted 92.1 mhz, 3 kw, HAAT: 300 ft. Principal: Deborah Marie Hoefflicker (100%), who is secretary for Apolk Broadcasting Corp., licensee of KNDY-AM-FM Marysville, Kan. (BPH 830404AE). Action Oct. 13.
- Port Huron, Mich.—M&C Broadcasting app. returned for 102.3 mhz, 3 kw, HAAT: 300 ft. MEA under section 1.1305. Mutually exclusive with other app.'s (BPH 830719AI) Action Oct. 6.
- Afton, Wyo.—Western Wyoming Radio granted 98.3 mhz, 3 kw, HAAT: minus 288 ft. Principal is owned by Kay Whitesides (25%) and her husband, Ernest (12.5%); Terry Lee Ewing (25%) and her husband, David R. (12.5%), and Steven Dorman Hall (25%). They are also applicants for new AM at Afton. (BPH 830412AA). Action Oct. 18.
- Afton, Wyo.—Star Valley Broadcasting app. dismissed for 98.3 mhz, 3 kw, HAAT: minus 886 ft. (BPH 830613AE) Action Oct. 18.

EDWIN TORNBERG & COMPANY, INC.

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Ownership changes

Applications

- KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona (1490 khz, 1 kw-D, 250 w-N; 99.1 mhz, 50 kw HAAT: 2,280 ft.)—Seeks assignment of license from Payn Broadcasting Inc. to Wick Broadcasting Co. for \$250,000. Consideration is allocated: KFMM \$150,000, KCUZ \$75,000 and all other assets, assignments and goodwill \$25,000. Seller is owned by brothers, William F. (51%) and John W. Payne (49%). William Payne also owns KNOT-AM FM Prescott, Ariz. John Payne owns 49% of applicant for new AM at Sahuarita, Ariz. Buyer is owned by Frank Newell, publisher of *Eastern Arizona Courier* (10%) and brother Walter and Robert J. Wick, who are equal trustees of Milton I. Wick Publishing Co., newspaper publishers (90%). Filed Oct. 21.
- KNAC(FM) Long Beach, Calif. (105.5 mhz, 1.6 kw HAAT: 400 ft.)—station has CP for change in TL; 3 kw HAAT: 300 ft.)—Seeks assignment of license from James J. Joseph Esq., trustee, to Flagship Communications Inc. for \$1.7 million at auction. Seller, Wright Communication Group, had filed for reorganization under Chapter 11 on bankruptcy law. Wright is owned by brothers Edward W. president, Paul and Virgil, who bought station in 1981 for \$ million ("Changing Hands," Jan. 12, 1981). They have no other broadcast interests. Buyer is owned by Fred C. Sands



Los Angeles realtor who has no other broadcast interests. Filed Oct. 24.

■ **KVOD(FM)** Denver (99.5 mhz, 100 kw; HAAT 380 ft.)—Seeks assignment of license from Capitol City Broadcasting Co. to Henry Broadcasting Co. for \$6 million. Seller is equally owned by Edwin E. Koepke and Frank E. Amole Jr., who have no other broadcast interests. Buyer is owned by Charlton H. Buckley, San Francisco investor who also owns KYTE(AM)-KRCK(FM) Portland, Ore. Filed Oct. 24.

■ **WBFS-TV(CP)** Miami (ch. 33, 1,200 kw max. and 1,000 kw horiz. vis., 120 kw max. and 100 kw horiz. aurr.; HAAT: 1,020 ft.; 1,042 ft. above ground)—Seeks transfer of control from certain shareholders (100% before; 49.9% after) to The Shlenker Group (none before; 50.1% after) for \$46,250. Sellers are Robert S. Block (95%) and three others. Buyer is group of 15 Texas investors headed by Sidney Shlenker, Houston businessman. It also owns KTXA (ch. 21) Fort Worth and KTXH (ch. 20) Houston. Buyers will help finance station construction and operating costs. Seller will dismiss pending application for STV operation. Filed Oct. 14.

■ **WJIZ(FM)** Albany, Ga.—From James S. Rivers Inc. to Silver Star Communications Inc. Consideration will reflect package deal involving WTJH(AM) East Point, and WMJM(AM)-WFAV(AM) Cordele, both also Georgia (see below) in distress sale, necessitated after commission decided to deny renewal applications, July 11, upon finding of misrepresentation in program logs. Price will be 75% of average of three independent appraisals of market values—the third appraisal is currently being conducted. Seller is majority owned by James S. Rivers, who also owns three other stations in package sale and is applicant for new FM at Sparta and AM at Leesburg, both Georgia. Buyer is owned by Dr. John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison) (51%); Dr. Alan Joesten, Rockford, Ill., veterinarian (24%); B. Kenneth Woodfin general manager at WOKS(AM)-WFXE(FM) Columbus, Ga. (10%); Gale Sayers self-employed government relations consultant and former Chicago Bears running back (5%); Frederick Suttles, program and music director, WJIZ (10%) and Arthur Teele, Tallahassee, Fla., attorney and formerly administrator of Urban Mass Transit Administration (5%). Buyer also owns WOKS(AM)-WFXE-FM Columbus, Ga. Lee also has interest in licensee of KLBK-TV in Lubbock, Tex. Filed Oct. 4.

■ **WTJH(AM)** East Point, Ga.—Seeks assignment of license from James S. Rivers and Fulton National Bank of Atlanta, acting as trustees, to Silver Star Communications Inc. Seller is owned by Herschel M. Rivers Estate 16%, James S. Rivers (6%), and sons, Tolliver R. (62%), and Ronald S. (16%). Consideration and buyers (see WJIZ(FM) Albany, Ga., above). Filed Oct. 4.

■ **WMJM(AM)-WFAV(AM)** Cordele, Ga.—Seeks assignment of license from Southeastern Broadcasting System Inc. to Silver Star Communications. Seller is owned by James S. Rivers (52%), Ronald S. Rivers (17%) and Sara J. Howell (30%). Consideration—which is in addition to lease of real estate and tower site—and buyer (see WJIZ(FM) Albany, Ga., above). Filed Oct. 4.

■ **WSOY-AM-FM** Decatur, Ill. (1340 khz, 1 kw-D, 250 w-N; 102.9 mhz, 54 kw, HAAT: 450 ft.)—Seeks assignment of license from Illinois Broadcasting Co. to WSOY Inc. for \$4,064,459. Sale is part of approximately \$8-million deal also involving WFRL(AM)-WXXQ(FM) Freeport, Ill., and WLAP-AM-FM Lexington, Ky. Allocation of consideration among stations is based on value of assets, not market value. Seller is owned by Lindsay and Shaub families, who are liquidating company. They formerly owned Lindsay-Shaub Newspapers Inc., which was sold to Lee Enterprises in 1979. Buyer is 100% owned by C.R. Griggs, executive vice president of Illinois Broadcasting. Filed Oct. 17.

■ **WFRL(AM)-WXXQ(FM)** Freeport, Ill. (1570 khz, 5 kw-D, DA; 98.5 mhz, 19.6 kw, HAAT: 150 ft.)—Seeks assignment of license from Illinois Broadcasting Co. to WFRL Inc. for \$54,000 plus \$446,000 liabilities. Sale is part of six-station package deal (see Decatur, Ill., above). Buyer is owned by C.R. Griggs (65%), James D. McQuality and Larry S. Ward (17.5% each). McQuality is general manager of Freeport stations. Ward is technical supervisor for Freeport and Decatur stations. Filed Oct. 17.

■ **WLAB-AM-FM** Lexington, Ky. (630 khz, 5 kw-D, 1 kw-N, DA-2; 94.5 mhz, 50 kw, HAAT: 640 ft.)—Seeks assignment of license from Illinois Broadcasting Co. to WLAB Inc. for \$3,743,541 plus assumption of certain liabilities. Sale is part of six-station package deal (see Decatur, Ill., above). Buyer is 100% owned by C.R. Griggs who is executive vice president of Illinois Broadcasting Co. Filed Oct. 17.

■ **KMGM-FM** Montevideo, Minn. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Western Minnesota Stereo Inc. from Jerald Hennen (100% before; 33% after) to Leland H. Winge and Richard Mohagen (none be-

fore; 33% each after). Consideration: Buyers will each invest or loan \$30,000 and arrange investments or loans for \$225,000 and assume liabilities in excess of \$225,000. Hennen is station's general manager and was general partner in limited partnership which he bought out in May. Buyers are Winge, president of Watson State Bank, and Mohagen, an insurance agent and businessman. Filed Oct. 21.

■ **KLRS-AM-FM** Mountain Grove, Mo. (1360 khz, 1 kw-D, DA-D; 92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Kickapoo Prairie Broadcasting Co. to Communications Works Inc. for \$240,000. Seller is owned by Jeanne Strauss Kramer, and her husband, Robert C. It also owns KICK(AM) Springfield, Mo. Buyer is equally owned by Larry D. Spence, Robert S. Chaney III, John W. Carr and David E. Horst, none of whom have other broadcast interests. Filed Oct. 20.

■ **WFMV(FM)** Blairstown, N.J. (106.3 mhz, 3 kw, HAAT: 860 ft.)—Seeks transfer of control of Park V Broadcasting from Joseph P. Sherikjian (51% before; 50% after) to Dennis Feely (49% before; 50% after). Consideration: \$150,000. Seller is Joseph P. Sherikjian, former director of acquisition and new product development at ABC Radio Enterprises, who has no other broadcast interests. He recently bought WFMV for \$560,000 (BROADCASTING, June 27). Buyer is former director of engineering for TalkRadio and has no other broadcast interests.

■ **WDLV(AM)-WIOZ(FM)** Pinehurst/Southern Pines, N.C. (550 khz, 1 kw-D; 107.1 mhz, 3 kw; HAAT: 300 ft.)—Seeks assignment of license from 107 Inc. to Muirfield Broadcasting Inc. for \$1,040,000. Seller is owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer is owned by C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C. Filed Oct. 24.

■ **WSMY(AM)** Weldon-WPTM(FM) Roanoke Rapids, both North Carolina (1400 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Smiles of North Carolina Inc. and Halifax County Broadcasting Inc. to Radio Ventures Ltd.-1 for \$850,000. Seller is equally owned by Tim Moran, and brothers W. Orson and Allen Hardy Woodall. It has no other broadcast interests. Buyer is headed by Ronald J. Verlander Jr. (5%), Atlanta-based syndicator of limited partnerships. Remaining 95% will be owned by "not yet sold" limited partnership. Filed Oct. 21.

■ **KKLR-FM** Edmond, Okla. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Mid America Media Co. to Oaks Broadcasting Inc. for \$500,000. Purchase preempted auction of station that sellers had scheduled for Oct. 20. Seller is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA(FM) Shreveport, La. Buyer is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD Dallas, which is being sold to CBS ("Top of the Week," April 25). Filed Oct. 24.

■ **KPUP(FM)(CP)** Redmond, Ore. (106.5 mhz, 100 kw; HAAT: 537 ft.)—Seeks assignment of license from Peregrine Broadcasting Co. Inc. to KBND Inc. for sum not to exceed \$25,000. Seller is owned by Bruce Bischof, Sun River labor lawyer who has no other broadcast interests. Buyer is equally owned by Douglas D. Kahle and Edwin Tornberg. Both Tornberg and Kahle have interests in WABS(AM) Arlington, Va.; WFIA(AM)-WBXLN(FM) Louisville, Ky.; KBND(AM) Bend, Ore.; WBRI(AM) Indianapolis, and WXIR(FM) Plainfield, Ind. Tornberg is owner of communication management consultant company in Washington. Kahle is also part owner of KFIA(AM) Carmichael (Sacramento), Calif. Buyer is also applicant for new FM and low power TV at Bend, Ore. Filed Oct. 12.

■ **WHOL(AM)** Allentown, Pa. (1600 khz, 500 w-D, DA)—Seeks assignment of license from Empire Broadcasting Co. Inc. to Radio 16 Inc. for \$450,000. Seller is equally owned by Ray M. Schacht and James A. Herbert who have no other broadcast interests. Buyer is jointly owned by Clyde E. Griffith and wife, Suzanne G., who run family counseling firm in Philadelphia. They have no other broadcast interests. Filed Oct. 24.

■ **WTLQ(FM)** Pittston, Pa. (102.3 mhz, 3 kw, HAAT: 360 ft.)—Seeks transfer of control of Morgan Communications Inc. from Charles T. Morgan and family to Futuremark Communications Inc. for \$500,000. Consideration may increase by \$250,000 if, in future, FCC allows for change of transmitter facilities to nearby mountains and new location is used. Station began operations Oct. 14. Seller is owned by Charles T. Morgan and wife, Genieve R. (51%), and their son, Charles T. Jr. (49%). Morgan Sr. is director of engineering for Susquehanna Broadcasting Co., group owner of six AM's and seven FM's. Morgan Jr. is sales representative for WNEP-TV Scranton, Pa. Buyer is owned by Roy E. Morgan (no relation to seller)(30%) and son, James E. (20%); Joseph M. Montione (20%), and the remainder equally owned by Douglas W. George, Joseph R. Nardone and Dr. Joseph M. Lombardo. Roy E. Morgan has joint ownership of 48.9% of licensee of WILK(AM) Wilkes-Barre, Pa., and applicant for

LPTV in Hanover Township, Pa. James E. Morgan is general manager of WILK. Montione has interest in licensee of WHTF-FM, Starview (York), Pa. George is owner of WQBQ-AM, Selinsgrove, Pa., and is majority owner of WHTF-FM. Lombardo is general practitioner in Pittston. Nardone is Wilkes Barre businessman.

■ **WNNC(AM)** Newton, N.C.; **WSJW(AM)** Woodruff, S.C. (1230 khz, 1 kw-D, 250 w-N; 1510 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Newton-Conover Communications from certain shareholders (51.8% before; none after) to other shareholders (48.2% before; 100% after). Consideration: price to be based on book value of stock. Sellers are Charles R. Lingafelt and wife, Glenna T. (17.25% each); Edmond B. Fitzgerald and his wife, Emily W. (8.5% each). Charles T. Lingafelt also has interest in WMNA-AM-FM Gretna, Va. Buyer is owned by David B. Lingafelt, general manager WNNC, and wife, Janet W., assistant general manager at station. Newton-Conover Communications Inc. is buying back stock owned by four sellers, leaving buyers with complete ownership. Filed Oct. 12.

■ **WEAB(AM)** Greer, S.C. (800 khz, 250 w-D)—Seeks assignment of license from Greer Broadcasting Co. Inc. to Thomas D. Norton for \$167,500. Seller is owned by E.A. Burch 75% and John A. Salter Jr. (25%), who have no other broadcast interests. Buyer is licensee of WPJM(AM) Adamsville, Tenn. Filed Oct. 20.

■ **KFDA-TV** Amarillo, Tex. (ch. 10, 316 kw vis., 31.6 kw aurr.; HAAT: 1,572 ft., 1,493 ft. above ground.)—Seeks transfer of control of Midessa Television Trust to Lawton Cablevision for \$3 million. Seller is joint venture of four corporations, which are themselves licensees: Midessa Television Trust (50%), KMID-TV, which was sold, subject to FCC approval, for \$15 million ("For the Record," Oct. 17); KSWO Television Inc. (45%), KSWO-TV Lawton, Okla.; Duncan Broadcasting Inc. (2½%) KRHD-AM-FM Duncan, Okla., and Oklahoma Quality Broadcasting Inc. (2½%) KSWO(AM) Lawton. Seller and buyer are both headed by R.H. Drewry, president. Buyer owns 22,000-subscriber cable system in Lawton. Midessa, in which Drewry has 27.5% interest, will sell its shares to Lawton, in which Drewry, directly and indirectly, controls 55.1% of shares. With the shares owned by KSWO Television Inc., in which Drewry has 61.7% interest, he will effectively have ownership of the station.

■ **KZEE(AM)** Weatherford, Tex. (1220 khz, 500 w-D)—Seeks assignment of license from KZEE Radio Inc. to Crest Communications for \$800,000. Seller is owned by Galen O. Gilbert 75% and Dave Solmonson 25%. They recently bought KYFM(FM) Bartlesville, Okla., for \$1.1 million (BROADCASTING, April 11). Gilbert has majority interest in KTXJ(AM)-KWYX(FM) Jasper, and KDXE(AM) Sulphur Springs, both Texas; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He also owns KPET(AM) Lamesa, Tex., and recently sold co-located KCOT(FM) for \$525,000 ("Changing Hands," Nov. 29, 1982). Buyers are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrells, geophysicist. Sorrells is limited partner in United Cablevision, MSO in Maine and Illinois. Filed Oct. 20.

Actions

■ **WBIB(AM)** Centreville, Ala. (1110 khz, 1,000 kw-D)—Granted assignment of license from WBIB Radio Inc. to Rigdon Broadcasting Co. Inc. for \$175,000. Seller is headed by Julius E. Talton, president. It also owns WHBB(AM)-WTUN(FM) Selma, Ala. Talton also has interest in WATM(AM)-WSKR(FM) Atmore, Ala. Buyer is owned by Ben David Rigdon, president (80%), and wife, Betty (20%). Rigdon already owns 20%. (BAL 830829F) Action Oct. 19.

■ **KDLA(AM)** Oakland, Calif. (1310 khz, 5 kw-D, DA-1)—Granted assignment of license from BENI Broadcasting of Rochester Inc. to Viacom Broadcasting Inc. Part of package deal (see WHEC-TV Rochester, N.Y., below). (BAL 830826KJ) Action Oct. 17.

■ **KSFO(AM)** San Francisco (560 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of KSFO Inc. from estate of Ina S. Autry, Orvon Gene Autry and Stanley B. Schneider (100% before; none after) to King Radio Broadcasting Co. (none before; 100% after). Consideration: \$6 million. Seller is group owner of four other AM's, three FM's and one TV, headed by Gene Autry, chairman. Golden West recently sold KTLA(TV) Los Angeles for \$245 million (BROADCASTING, Nov. 1, 1982, April 18). Buyer, based in Seattle, is principally owned by Dorothy S. Bullitt and family. It is group owner of four AM's, four FM's and four TV's, including KYA(AM) San Francisco, which it will spin off (see below). It recently sold WRTH(AM) Wood River, Ill. (BROADCASTING, Feb. 28). (BTC 830820FM) Action Oct. 19.

■ **KYA(AM)** San Francisco (1260 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from King Broadcasting Co. to Bonneville International Corp. for \$3.5 million. Seller is

spinning off KYA to comply with FCC duopoly rules. It recently bought KSFO(AM) San Francisco (see above). Buyer, owned by Corp. of the President of the Church of Jesus Christ of Latter-Day Saints, is headed by Arch L. Madsen, president. It also owns four AM's, seven FM's and two TV's. (BAL 830823ES). Action Oct. 19.

■ **KOWL(AM)** South Lake Tahoe, Calif. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control from KOWL Inc. to Sierra Broadcasting Inc. for \$1.25 million. Seller is owned by John B. Parker and wife, Kathleen, who also own KIKI(AM)-KMAI(FM) Honolulu. Buyer is owned by James Swanson, president, who is Dallas-based investor with no other broadcast interests. (BTC 830810FR) Action Oct. 17.

■ **KCEY(AM)-KMIX(FM)** Turlock, Calif. (1390 khz, 5 kw-U; FM: 98.3 mhz, 1.6 kw. HAAT: 390 ft.)—Granted assignment of license from Behan Broadcasting Co. to Melvin Winters. Harry S. McMurray and F. Robert Fenton for \$1.8 million, including noncompete agreement. Seller is headed by Dennis Behan, president. It also owns KCEE(AM) Tucson, Ariz., and KLMR(AM)-KSEC(FM) Lamar, Colo. Buyer McMurray has minor interest in Behan's other stations and will sell them upon approval of this sale. He also has interest in KATO(AM)-KXKQ(FM) Safford, Ariz., and KVRD(AM) Cottonwood, Ariz. Winters owns KNGT(FM) Jackson, Calif. Fenton has interest in KHNS(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa and KMYC(AM)-KRFD(FM) Marysville, both California. (BAL 830830FS) Action Oct. 19.

■ **KCMN(AM)** Colorado Springs (1530 khz, 1 kw-D, DA)—Granted assignment of license from Mountain Center Broadcasting Corp. to Craddock-Chapman Communications Inc. for \$147,500. Seller is owned by Center Group Broadcasting, headed by Stephen Adams. Adams also owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis; WTWN(AM)-WLAV-FM Grand Rapids, WGTU(TV) Traverse City, and satellite WGTQ(TV), and WILX-TV Lansing, all Michigan. He recently bought, subject to FCC approval, WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City for \$47.3 million (BROADCASTING, Aug. 29). Buyer is owned by Russell R. Chapman, president (50%); J.B. Craddock (45%), and Edward P. Rankin (5%). It has no other broadcast interests. (BAL 830906EN) Action Nov. 7.

■ **KTVS(TV)** Sterling, Colo. (CBS primary, ABC secondary, ch. 6, 60.6 kw vis., 6 kw aur., HAAT: 760 ft.)—Granted assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne, as part of multistation deal. for \$9.7 million (see KSTF(TV) Scottsbluff, Neb., below). (BALCT 830830KG) Action Oct. 14.

■ **WEIC-AM-FM** Charleston, Ill. (1270 khz, 1 kw-D, 500 w-N; FM: 92.1 mhz, 2.2 kw, HAAT: 140 ft.)—Granted assignment of license from Macomb Broadcasting Co. to Com-Sat Communications Inc. for \$650,000. Seller is owned by Ernest Huls, president (70%), and William A. Earman (30%). Huls has also sold his interest in WKIO(FM) Urbana, Ill. (see below). Buyer is owned by Stephen H. Garman, president. He is general manager of WEIC-AM-FM. (BAL 830825HG.GG) Action Oct. 19.

■ **WKIO(FM)** Urbana, Ill. (103.9 mhz, 3 kw, HAAT: 145 ft.)—Granted transfer of control of Macomb Broadcasting Co. from Ernest Huls (70% before; none after) to Macomb Broadcasting Co. (30% before; 100% after). Consideration: \$600,000. Seller is principal of company selling WEIC-AM-FM Charleston, Ill. (see above). Buyer, William A. Earman, already owns 30%. (BTCH 830825HI) Action Oct. 19.

■ **KAPB(AM)-KWLB-FM** Marksville, La. (1370 khz, kw; FM: 97.7 mhz, 3 kw, HAAT: 204 ft.)—Granted assignment of license from Avoyelles Broadcasting Corp. to Kenneth W. Sasso for \$260,000. Seller is owned by Guy C. Billups Jr., president (90%), and Chester Cocco (10%). It has no other broadcast interests. Buyer has been broadcaster for 20 years at various stations, including WWL(AM) New Orleans, and is owner of New Orleans-based talent placement company. (BAL 830829FF) Action Oct. 19.

■ **WGAN-AM-FM** Portland, Me. (560 khz, 5 kw-U; FM: 102.9 mhz, 100 kw, HAAT: 1,460 ft.)—Granted assignment of license from Gannett Broadcasting Services to Taylor Communications of Maine Inc. for \$3.1 million. Seller is Portland-based owner of four AM's, five FM's, three TV's and five newspapers in Maine. It is headed by Jean Gannett Hawley, president. Buyer is headed by John J. Taylor III. It also owns WCOD-FM Hyannis, Mass. (BAPL 830818GV, BALH 830818GW). Action Oct. 14.

■ **WSMW-TV** Worcester, Mass. (ch. 27, 513 kw vis., 102 kw aur.; HAAT: 1,531 ft.)—Granted transfer of control of SIBOS Inc. from Melvin Simon and others (100% before; none after) to Central Massachusetts Television Inc. (none before; 100% after). Consideration: \$8 million. Sellers are Melvin Simon, president (45%); his brother, Fred Simon (10%); and Irwin Katz as trustee of the Herbert Simon Trust (45%). It also has interest in new TV at Indianapolis. Buyer

is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. (BTCCT 830901KE) Action Oct. 18.

■ **KLFM(FM)** Great Falls, Mont. (92.9 mhz, 100 w, HAAT: 450 ft.)—Granted assignment of license from Northern Sun Corp. to KLFM Inc. for \$475,000. Seller is owned by Bill Reier, president. It also owns KBOZ-AM-FM Bozeman, Mont., and is applicant for new FM at Billings, Mont. Buyer is principally owned by William J. Luzmoor III (70%). It also owns KEIN(AM) Great Falls. (BALH 830824HE) Action Oct. 14.

■ **KSTF(TV)** Scottsbluff, Neb. (CBS primary, ABC secondary, ch. 10, 240 kw vis., 24 kw aur., HAAT: 840 ft.)—Granted assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne for \$9.7 million. Seller is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. Buyer is owned by A.T. Burke, president (97.9%) and K. Dillon Schickli (2.1%). Burke is Longview, Tex.-based president of bottling company. He has no other broadcast interests. (BALCT 830830KF) Action Oct. 14.

■ **WHEC-TV** Rochester, N.Y. (CBS, ch. 10, 316 kw vis., 39.8 kw aur.; HAAT: 500 ft.; KDIA 1310 khz, 5 kw-U DA-1; 1070 khz, 50 kw-D, 5 kw-N DA-2)—Granted assignment of license from Broadcast Enterprises National Inc. to Viacom International Inc. for \$24.5 million plus swap of Viacom's KDIA(AM) Oakland, Calif., and WDIA(AM) Memphis to BENI. Seller, based in Philadelphia, is principally owned by Ragan A. Henry, president. It owns WPDQ(AM) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJAS(AM) Pittsburgh. Buyer, based in New York, is publicly traded company headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). (BALCT 830826KG) Action Oct. 17.

■ **WYNC(AM)** Yanceyville, N.C. (1540 khz, 1 kw-D)—Granted assignment of license from Bright Leaf Broadcasting Co. Inc. to Ansum Broadcasting Cop. for \$80,000. Seller is headed by Robert E. Johnson, president, who has interest in WYAK-AM-FM Surfside Beach/Garden City, S.C. Buyer is owned by Wilbur W. Brann, president; A. Thomas Bowes, Robert L. Dixon and T. Elmo Mitchell (25% each). Brann is director of operations and engineering for TV at Durham Life Broadcasting Inc. (BAPL 830829FH) Action Oct. 19.

■ **WDIA(AM)** Memphis (1070 khz, 50 kw-D, 5 kw-N, DA-2)—Granted assignment of license from BENI Broad-

casting of Memphis Inc. to Viacom Broadcasting Inc. Part of package deal (see WHEC-TV Rochester, N.Y., above) (BAL 830826KH) Action Oct. 17.

■ **WNPC(AM)** Newport, Tenn. (1060 khz, 1 kw-D)—Granted assignment of Newport Broadcasting from Millar V. Oakley to WNPC Inc. for exchange of ownership interest. Seller is owned by Millard V. Oakley (51%) and WNPC Inc. (49%). WNPC Inc. is owned by Edward M. Johnson (66%) and Carroll Wayne Harris (33%). Johnson is tracing his 49% interest in WCSV(AM) Crossville, Tenn., to Oakley who will then own 100% of WCSV. In exchange Oakley will transfer his interest in WNPC to WNPC Inc. Oakley has interest in WREA(AM) Dayton, WLV-AM-FM Livingston, all Tennessee, and WKXN(FM) Greenville Ala. He is also applicant for six new TV's, new FM Killeen, Tex., and 72 LPTV's. Buyer is owned by Johnson (49%), owner of communications consulting firm in Knoxville, Tenn., and Harris (51%), general manager of WNPC. Johnson has interest also in WREA, and in WTRN(AM) Kingston, and 15 LPTV's. (BAL- 830822ET) Filed Aug 22.

■ **WNPC(AM)** Newport, Tenn. (1060 khz, 1 kw-D)—Granted transfer of control of WNPC Inc. from Edward M. Johnson (66% before; 49% after) to Carroll Wayne Harn (33% before; 51% after) for \$79,500 note payable on demand. Seller and buyer are principals in above ownership change—which this transfer of control was originally a part of, but was resubmitted as separate application. (BTC 830822ER) Action Oct. 13.

■ **KPET(AM)** Lamesa, Tex. (690 khz, 250 kw-U)—Granted assignment of license from KPET Radio Inc. to Richard B. Schiro for \$500,000. Seller is headed by Galen O. Gilbert, president. Gilbert has majority interest in KDXE(AM) Sulphur Springs, Tex.; KBTN(AM) Neosho, an KXEO(AM)-KWWR-FM Mexico, both Missouri. He recently sold co-located KCOT(FM), Lamesa for \$525,000 ("Changing Hands," Nov. 29, 1982), and KZEE(AM) Weatherford ("Changing Hands," Oct. 31), both Texas. He also has interest in KTXJ(AM)-KWYX(FM) Jasper, Tex and recently bought KYFM(FM) Bartlesville, Okla., for \$1.1 million (BROADCASTING, April 11). Buyer is Dallas businessman, who has no other broadcast interests. (BA 830829FO) Action Oct. 19.

■ **KCLT(AM)** Lockhart, Tex. (1060 khz, 250 w-D)—Granted assignment of license from Triple R Broadcasting Inc. to Central Texas Wireless Co. for \$200,000. Seller owned by Ralph Copeland, his sister, Gayle, and her brother, Richard. It also owns KIKZ(AM) Seminole, Tex., and permittee of new FM there. Buyer is owned by Peggi McClish-Werlinger (32%); her husband, Don Werlinger (33%); his brother, Joe Werlinger (10%), and Michael Verditti (25%). It has sold, subject to FCC approval KKNX(AM) Huntsville, Tex. Venditti is applicant for new AM's at Colorado City and Wellington, both Colorado (BAL 830805FB) Action Oct. 17.

■ **KSLR(FM)** San Antonio, Tex. (96.1 mhz, 100 kw HAAT: 475 ft.)—Granted assignment of license from Classic Media Inc. to C&W Wireless Inc. for \$4.1 million. Seller is equally owned by Edward G. Atsinger III and brother-in-law, Stuart Epperson. It also owns WEZE(AM) Boston WYNN(AM) New York; KAKC(AM)-KCOF(FM) Tulsa; Okla., and KMAC(AM) San Antonio. Buyer is owned by Ron Campbell, Houston-based real estate developer, who has no other broadcast interests. (BALH 830809HQ) Action Oct. 18.

■ **WEAM(AM)** Arlington, Va. (1390 khz, 5 kw-U)—Granted assignment of license from WEAM Radio Inc. Cardinal Broadcast Associates for \$1 million. Seller owned by Thoms family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKLM(AM) Wilmington both North Carolina, and recently sold cable system at Ashville ("In Brief," April 18). Buyer is owned by principals WHFS Bethesda, Md., including General Manager Jacc Einstein; his son, David, program director, and Philip Magolius, president. WHFS was recently sold to Outlet Co. for \$2.1 million (BROADCASTING, Jan. 10). (BAL 830527FI) Action Oct. 18.

■ **WLEE(AM)** Richmond, Va. (1480 khz, 5 kw-U)—Granted assignment of license from Nationwide Communications Inc. to The Gilcom Corp. of Virginia for \$950,000. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., headed by Frank Sollars, chairman. owns three AM's, six FM's and three TV's. Buyer is owned by Edward T. Giller, president. It also owns WFBG-AM-FM Altoona, Pa., WEIR(AM) Weirton and WPQZ(AM) Clarkburg, both West Virginia, and is applicant for new FM Shinnston, W. Va. (BAL 830829FN) Action Oct. 19.

■ **KYCU-TV** Cheyenne, Wyo. (CBS primary, ABC secondary, ch. 5, 100 kw vis., 24 kw aur., HAAT: 840 ft.)—Granted assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne, as part of multistation deal, for \$9.7 million (see KSTF(TV) Scottsbluff, Neb., above). (BALCT 830831KE) Action Oct. 14

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities changes

AM applications

Tendered

- **KADE** (1190 khz) Boulder, Colo.—Seeks CP to change city of license to Superior, Colo.; change hours of operation to U by adding night service with 250 kw; install DA-N and night TL. MEA under section 1.1305. Ann. Oct. 25.
- **WBPA** (1460 khz) Elkhorn City, Ky.—Seeks CP to increase power to 5 kw. Ann. Oct. 21.
- **WXRQ** (1460 khz) Mt. Pleasant, Tenn.—Seeks CP to increase power to 1 kw. Ann. Oct. 21.

Accepted

- **KXES** (1570 khz) Salinas, Calif.—Seeks MP to change TL. Ann. Oct. 24.
- **KTRT** (1400 khz) Truckee, Calif.—Seeks CP to make changes in ant. sys., request STA and to change TL. MEA. Ann. Oct. 28.
- **WRHC** (1550 khz) Coral Gables, Fla.—Seeks MP (BP-821025AE) to make change in ant. sys. and to augment standard nighttime pattern. Ann. Oct. 28.
- **WSLI** (930 khz) Jackson, Miss.—Seeks MP to change SL and to operate trans. by RC from proposed SL. Ann. Oct. 24.
- **KIXL** (970 khz) Austin, Tex.—Seeks modification of CP (BP-820923AJ) to change main SL outside of city of license. Request waiver of section 73.1125 of rules. Ann. Oct. 21.

FM Applications

Tendered

- **KPRI** (106.5 mhz) San Diego—Seeks CP to change TL; change ERP: 7 kw; HAAT: 1103 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Oct. 25.
- **WCKS** (101.1 mhz) Cocoa Beach, Fla.—Seeks MP (BPH-801230AC) to change HAAT: 1598 ft.; change ant.; change transmission line, and trans. Ann. Oct. 28.
- **WCRM** (103.9 mhz) Dundee, Ill.—Seeks MP (BPH-3797) to change SL; request waiver of section 73.1125 (B)(2) of rules. Ann. Oct. 28.
- **KCNB** (105.7 mhz) Waterloo, Iowa—Seeks CP to change HAAT to 1301 ft. and change TL. Ann. Oct. 28.
- **WUMB-FM** (91.9 mhz) Boston—Seeks CP to change ERP to 1 kw; HAAT: 211 ft., and make changes in ant. sys. Oct. 18.
- **WHNN** (96.1) Bay City, Mich.—Seeks CP to change ERP to 50 kw; change HAAT to 724 ft., and change TL. Ann. Oct. 28.
- **WBDY-FM** (106.3 mhz) Bluefield, Va.—Seeks CP to change TL; change ERP: 0.22 kw; HAAT: 1122 ft. and make changes in ant. sys. Ann. Oct. 21.
- **WWDE-FM** (101.3 mhz) Hampton, Va.—Seeks CP to change TL; change HAAT: 525 ft. and make changes in ant. sys. MEA under section 1.1305. Ann. Oct. 25.
- **WMLW** (94.1 mhz) Watertown, Wis.—Seeks CP to change ERP: 50 kw, and HAAT: 476 ft. Ann. Oct. 25.

Accepted

- **WRKT-FM** (104.1 mhz) Cocoa Beach, Fla.—Seeks MP (BPH-821021AG) to change HAAT: 1598 ft.; change ant., and change transmission line and transmitter. Ann. Oct. 24.
- **KTPK** (106.9 mhz) Topeka, Kan.—Seeks CP to change TL; change HAAT: 1209.4 ft. and make changes in ant. sys. Ann. Oct. 28.
- **WKHQ** (105.9 mhz) Charlevoix, Mich.—Seeks CP to change HAAT to 903 ft. Ann. Oct. 24.
- **WHUE-FM** (110.7 mhz) Boston—Seeks MP to change TL; change ERP: 19.95 kw, and change HAAT: 723.5 ft. Ann. Oct. 24.
- **KRYK** (103.1 mhz) Chinook, Mont.—Seeks waiver of rules to identify as "Havre, Mont." Ann. Oct. 28.
- **KYLC** (93.5 mhz) Osage Beach, Mo.—Seeks CP to change ERP to 3 kw and change HAAT to 300 ft. Ann. Oct. 24.
- **WQAA** (103.9 mhz) Braddock, Pa.—Seeks CP to change ERP to 44.7 kw, change HAAT to 530 ft. and change TL. Ann. Oct. 24.
- **WIOV** (105.1 mhz) Ephrata, Pa.—Seeks waiver of rules

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to identify as "Ephrata-Lancaster." Ann. Oct. 21.

■ WCPH-FM (103.1 mhz) Etowah, Tenn.—Seeks MP to change SL to 0.9 miles from the nearest corporate limits of Etowah. Ann. Oct. 21.

■ WXVA-FM (98.3 mhz) Charlestown, W. Va.—Seeks MP to change ERP to 1.2 kw and change HAAT to 300 ft. Ann. Oct. 21.

TV applications

Tendered

■ KONY (ch. 10) Thief River Falls, Minn.—Seeks MP (BPCT-810824KG) to change ERP to vis. 125 kw, aur. 13.7 kw; change trans., six ant. and change transmission line. Ann. Oct. 24.

Accepted

■ WLJC-TV (ch. 65) Beattyville, Ky.—Seeks CP to change ERP vis to 801 kw; HAAT: 752 ft., and single guyed ant. tower TL. MEA. Ann. Oct. 26.

AM actions

■ WRDJ (1490 khz) Daleville, Ala.—Granted CP to change frequency to 1350 khz; change hours of operation to day only; change city of license to Daleville, Ala.; change TL, and make changes in ant. sys. Action Oct. 19.

■ KCKY (1150 khz) Coolidge, Ariz.—Granted CP to increase day power to 5 kw and install DA-2. Action Oct. 24.

■ KXES (1570 khz) Salinas, Calif.—Granted app. to increase power to 5 kw; change to DA-D, and change TL. Action Oct. 24.

■ KRZN (1150 khz) Englewood, Colo.—Returned application for CP to change frequency to 760 khz; increase power to 10 kw-D, 1 kw-N, and make changes in ant. sys. MEA under section 1.1305. Action Oct. 21.

■ WFIV (1080 khz) Kissimmee, Fla.—Granted MP (B9-21246) to operate by RC from SL. Action Oct. 3.

■ WEAT (850 khz) West Palm Beach, Fla.—Granted CP to increase day power from 1 kw DA-1 to 50 kw DA-2, and change ant. sys. Action Oct. 18.

■ WLUX (1550 khz) Baton Rouge—Returned app. for CP

to change city of licence to Port Allen, La.; change hours of operation to unlimited by adding night service with 500 w; install DA-N; change TL, and change ant. sys. Action Oct. 17.

■ WONO (1350 khz) Black Mountain, N.C.—Granted CP to increase power to 1 kw. Action Oct. 18.

■ WWMG (1380 khz) Trent Woods, N.C.—Granted petition for reconsideration. CP to change city of license to Trent Woods, N.C.; change hours of operation to unlimited by adding night service with 5 kw; install DA-N; change TL, and make changes in ant. sys. Action Oct. 17.

■ WEEP (1070 khz) Hampton Township, Pa.—Granted CP to change power to 50 kw and make changes in ant. sys. Action Oct. 17.

■ KLAT (101khz) Houston—Granted CP to increase night power to 5 kw. Action Oct. 11.

■ KEDO (1400 khz) Longview, Wash.—Dismissed app. for CP to make changes in ant. sys. Action Oct. 14.

■ KWIQ (1260 khz) Moses Lake, Wash.—Granted CP to change frequency from 1260 khz to 1020 khz; increase power to 5 kw and change SL; change station location; change hours of operation to unlimited by adding nighttime service with 500 kw; change TL. Action April 15, 1983.

FM actions

■ *KNAU (88.7 mhz) Flagstaff, Ariz.—Granted CP to make changes in ant. sys.; change transmitter type; change ant. type, move ant. approx. 200 ft. Action Oct. 17.

■ KSSN (95.7 mhz) Little Rock, Ark.—Granted CP to change TL; change ERP: 92.231; HAAT: 1663.9; install auxiliary ant., and make changes in ant. sys. Action Oct. 13.

■ KIQQ (104.5 mhz) Atascadero-San Luis Obispo, Calif.—Granted waiver of rules to identify as "Atascadero-San Luis Obispo." Action Oct. 18.

■ KACE (103.9 mhz) Inglewood, Calif.—Granted CP to make changes in ant. sys.; install auxiliary two bay radiating ant. 86 ft. up on existing structure on KTYM(AM) existing tower. Action Oct. 20.

■ *KCLB (91.1 mhz) Santa Rosa, Calif.—Granted CP to change TL; change ERP: 2.5 kw; HAAT: 1914 ft.; change TPO, and make change in ant. sys. Action Oct. 18.

■ WWKA (92.3 mhz) Orlando, Fla.—Dismissed app. for CP to make changes in ant. sys.; increase ERP: 97.6 kw increase HAAT: 1341 ft. and change TPO. Action Oct. 7

■ *WABE-FM (90.1 mhz) Atlanta—Granted CP to make changes in ant. sys.; increase height of ant. radiation center from 243 ft. to 261 ft. above ground, and decrease ERF from 100 kw to 95.9 kw. Action Oct. 17.

■ *KRIC (100.5 mhz) Trexburg, Idaho—Granted CP to change frequency to 100.5 mhz; change TL; reduce ERF 75.4 kw; increase HAAT: 403 ft., and make changes in ant. sys. Action Oct. 24.

■ *WBEZ-FM (91.5 mhz) Chicago—Granted CP to make changes in ant. sys.; change TL, and new coordinates. Action Oct. 21.

■ KRMD-FM (101.1 mhz) Shreveport, La.—Granted CP to make changes in ant. sys.; increase ERP: 97.5 kw; increase HAAT: 1121 ft.; new coordinates, and transmission system changes associated with height increase. Action Oct. 21.

■ *KSDB-FM (88.1 mhz) Manhattan, Kan.—Granted CP to make changes in ant. sys.; increase ERP: 122.6 kw, increase HAAT: 1127 ft.; change TPO 100 kw, and new coordinates. Action Oct. 19.

■ *KLSU (107.3 mhz) Baton Rouge—Granted M (BPED-781113AW as modified) to make changes in TL decrease HAAT: 159 ft; increase ERP: 5 kw, and make change in class of station to class C station. Action Oct. 11

■ KNAN (106.1 mhz) Monroe, La.—Granted change in ERP: 100 kw; HAAT: 452 ft., and make changes in ant. sys. Action Oct. 19.

■ WJRX (100.1 mhz) Manahawkin, N.J.—Granted CP to change TL; change ERP: 1.39 kw; HAAT: 450 ft., and make changes in ant. sys. Action Oct. 18.

■ WDVN (98.3 mhz) Ocean City, N.J.—Granted CP to make changes in ant.; change TL; decrease HAAT: 290 ft new coordinates, and change SL outside community of cense. Action Oct. 18.

■ WNPQ (95.9 mhz) New Philadelphia, Ohio—Granted MP (BPH-811029AI as modified) to change TL, decrease ERP to: 2.0 kw; increase HAAT: to 395 ft. Action Oct. 1

■ KDUK (104.7 mhz) Florence, Ore.—Granted M (BPH-790807AG as modified) to change TL, change HAAT to: 1703 ft.; ERP: 100 kw, and coordinates. Action Oct. 1

■ WKQB (107.5 mhz) St. George-North Charleston S.C.—Granted waiver of rules to identify as "St. George North Charleston, S.C." Action Oct. 17.

■ *WYMS (88.9 mhz) Milwaukee—Returned CP to make changes in ant. sys. and increase ERP: 3.09 kw.

TV actions

■ *WAIQ (ch. 26) Montgomery, Ala.—Granted CP to change ERP to visual 1259 kw, aural 125.9 kw; change T1 and make change to the ant. sys. Action Oct. 14.

■ KTTY (ch. 69) San Diego—Granted request for authority to locate main studio outside community. Action Oct. 1

■ WNFT (ch. 47) Jacksonville, Fla.—Dismissed app. for CP to change ERP to 55 kw vis. Action Oct. 20.

■ KMCT-TV (ch. 39) West Monroe, La.—Granted MP to increase ERP to 159 kw visual, 15.9 kw aur. Action Oct. 1

■ *KWCM-TV (ch. 10) Appleton, Minn.—Granted CP to change ERP to 316 kw vis., 31.6 aur.; change TL, and make other changes in ant. sys. Action Oct. 14.

■ *KTCT-TV (ch. 17) St. Paul, Minn.—Granted CP to change ERP to 1,000 kw vis., 200 kw aur.; HAAT: 1,298 ft. and change transmitter type. Action Oct. 14.

■ WFYZ (ch. 39) Murfreesboro/Nashville, Tenn.—Granted dual city authority to identify station location as "Murfreesboro-Nashville, Tenn." Action Oct. 18.

■ *KCWC-TV (ch. 4) Lander/Riverton, Wyo.—Granted request for dual city authority to identify station as "KCWC-TV, Lander/Riverton, Wyo." Action Oct. 14.

In Contest

Actions

■ Commission is seeking comments on its proposal to increase maximum nighttime power of Class IV stations four times currently authorized level—from 250 to 1,000 watts. Proposal would redefine such power increases as minor changes. Consequently, majority of stations would not require additional equipment to operate with this power night. Action, Oct. 19, by notice of proposed rulemaking and MO&O (FCC 83-483). (BC Docket 79-625).

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■ Commission has amended its rules to permit broadcaster to include in official station identification name any community or communities that it selects, provided community of license is named first. Action eliminates requirement that licensee wanting to use multi-city identification apply for such authority from Commission, as well as requirement that additional community(s) be located within requesting station's principal-city signal contour. Action, Oct. 19, by report and order (FCC 83-487). (BC Docket 82-374).

■ Commission, on Sept. 9, adopted report and order in extended hours rulemaking proceeding (BC Docket 82-538). New rules will permit daytime-only AM stations to operate with as much as 500 watts power for as long as two hours after local sunset. Bi-lateral agreements with Canada and Mexico must be completed before such operations can begin fully. No application process will be involved; station need only indicate its desire to operate post-sunset to Commission, and state how any power reduction involved will be accomplished. A further public notice will be issued stating the effective date on which post-sunset operation may commence.

■ Commission has eliminated Subscription Television (STV) application process and will permit STV licensees to operate their station at variance with conventional television signal quality standards on permanent basis. Any licensee or holder of CP for commercial broadcast station that desires to commence STV operation may do so. A letter entitled "Notice of Commencement of STV Operation" must be sent to Commission with 10 days, indicating date when STV operation commenced and that it is in compliance with rules. Identification of make and type of encoding system used must also be included. Action, Oct. 19, by fourth report and order (FCC 83-485).

Rulings

■ Anchorage, Alaska (Roy Roehl and Associates and Last Frontier Broadcasting Inc.) FM proceeding—ALJ Joseph Chackin granted settlement agreement; dismissed app. of Roehl and Associates; granted app. of Last Frontier for a new FM in Anchorage, and terminated proceeding. (MM 83-964-5) Action by order, Oct. 21.

■ Conway, Ark. (Creative Media Inc. and Henderson Broadcasting Inc.) FM Proceeding—ALJ Edward J. Kuhlmann granted agreement; dismissed app. of Henderson; granted app. of Creative Media for CP for new FM on 92.7 mhz at Conway, and terminated proceeding. (BC 83-394-5) Action by MO&O, Oct. 13.

■ Colusa and Williams, Calif. (Affinity Communications Inc. [Colusa] and Sacramento Valley Radio Inc. [Williams])—ALJ Thomas B. Fitzpatrick granted app. of Affinity and denied application of Williams. Issues included different locations for proposed studios, diversification and integration of ownership and management. (BC No. 82-397-398). Issued Oct. 14.

■ Hallsville and Centralia, Mo. (Chuck Crisler, Clair Broadcasting Co. Inc. and Southwest Communications Inc.) FM Proceeding—ALJ Kuhlmann granted settlement agreement; dismissed app. of Chuck Crisler and of Clair Broadcasting; granted app. of Southwest Communications for CP to operate FM on 92.1 mhz at Centralia, and terminated proceeding. (MM 83-639-41). Action by MO&O, Oct. 20.

■ Reno, Nev. (KOBV Radio, a partnership, KOBV[AM], and first Broadcasting of Nevada Inc.) AM proceeding—ALJ Walter C. Miller granted agreement; dismissed KOBV's renewal app., granted app. of First Broadcasting for new AM at Reno, and terminated proceeding. (MM 83-521-2) Action by MO&O, Oct. 14.

■ Las Cruces, N.M. (Dona Ana County Television, Las Cruces Family Television, KASK Inc.) TV proceeding—ALJ Thomas Fitzpatrick granted settlement agreement; dismissed app.'s of Dona Ana County Television and Las Cruces Family Television; granted amended app. of KASK to substitute Las Cruces Full Power Television Inc., for UHF television station on ch. 43, and terminated proceeding. (MM 83-51-3) Action by MO&O, Oct. 26.

■ Garden City, N.Y. (Phoenix Media Corp., Barnes, London & Lockhart, Island Sound Communications and Nassau Broadcasting, Inc.)—Chief, audio services division, rescinded MO&O, adopted, Sept. 21, by chief, Mass Media Bureau, designating applications for oral argument before Review Board. Adopted Oct. 21.

■ Portland, Ore. (Digital Paging Systems Inc. and KC Corporation) MDS Proceeding—ALJ Kuhlmann granted settlement agreement; dismissed app. of KC; conditionally granted app. of Digital Paging for CP for new MDS station on ch. 12 at Portland, and terminated proceeding. (CC 83-312-3) Action by MO&O, Oct. 13.

■ State College, Pa. (Lion Country Television and Hazleton TV Associates) TV proceeding—ALJ Byron E. Harrison granted settlement agreement; dismissed Hazleton's app.; conditionally granted app. of Lion Country, and terminated proceeding. (MM 83-55) Action by orders, Oct. 21.

■ Warren and Russell, Pa. (Mark Anthony Communications Co. and God's Station Inc.) FM proceeding—ALJ Frederic J. Coufal granted agreement; dismissed app. of Mark Anthony; granted app. of God's Station for CP for new FM at Russell, and terminated proceeding. (MM 83-246-7) Action by order, Oct. 11.

■ Carolina, P.R. (Radio Vida Inc.) TV proceeding—ALJ Harrison rejected motion by Mass Media Bureau to dismiss app. of Radio Vida for a UHF at Carolina, and terminated proceeding. (MM 83-55). Action by order, Oct. 6.

■ Naguabo and Humacao, P.R. (Naguabo Broadcasters and Bocanegra/Girald Broadcasting Group) TV proceeding—ALJ James F. Tierney granted settlement agreement; dismissed app. of Naguabo Broadcasters, granted app. of Bocanegra/Girald for new TV on ch. 68 at Humacao, and terminated proceeding. (MM 83-346-7). Action by MO&O Oct. 25.

■ Ralls and Lorenzo, Tex. (Eagle Broadcasting Co. Inc. and KB Radio) FM proceeding—ALJ Kuhlmann granted agreement, dismissed app. of Eagle Broadcasting for Ralls, granted app. of KB Radio for CP for new FM on 98.3 mhz at Lorenzo, and terminated proceeding. (MM 83-696-7) Action by MO&O, Oct. 14.

■ Fairfax, Va. (Central Virginia Education Television Corporation, WNVCTV; Caltec Cablevision)—Chief, Mass Media Bureau, denied Caltec's petition for reconsideration of granting of construction permit to WNVCTV to replace expired construction permit. Central's permit had expired and Caltec had argued that it's subsequent license app. was defective. Adopted by MO&O, Oct. 24.

■ Kenosha, Wis. (Family Television 55 Ltd., et. al.) TV proceeding—ALJ Joseph P. Gonzalez granted agreement; dismissed app. of Family Television and Chicago Communications Service Inc.; granted app. of Midwest Broadcast Associates Ltd. and Frances M. Kavenik to construct new TV on ch. 55 at Kenosha, and terminated proceeding. (MM 83-137-9) Action by MO&O, Oct. 19.

Et cetera

■ Commission has made available three lists of 16,499 multichannel MDS applications. First list contains names of all applicants; second includes, in addition, areas for which applicants have applied, and third indexes applicants by location. Copies may be ordered through Commission's copy contractor.

Allocations

■ Long Island—Long Island Coalition for Fair Broadcasting Inc. requests amendment to TV table of assignments that VHF channel be deleted from New York City and reassigned to Long Island, N.Y. Comments due 30 days from Oct. 21. Address: 534 Broadhollow Road, CB 179 Melville, N.Y. 11747. (RM 4636).

■ Folly Beach, S.C.—John T. Galanes proposed assignment of ch. 249A; community's first FM channel. Comments due Dec. 5; reply comments, Dec. 20. Address: 205 Casa Solana, Key West, Fla. 33040. (MM 83-1130) Adopted Oct. 6.

■ Arlington, Tex.—Samuel R. Levatino seeks assignment of TV ch. 67; community's first local television broadcast service. Chief, policy and rules division, said: "Petitioner has failed to indicate the necessary commitment to apply for the channel, if assigned, and should correct that omission . . ." Comments due Dec. 2; reply comments, Dec. 19. Address: A.G. Thiesen, president, Sterling Communications Inc., Uptain Bldg., Suite 418, Chattanooga, Tenn. 37411. (MM 83-1116) Adopted Oct. 6.

■ Kerrville, Tex.—Werlinger Communications Co. proposes assignment of ch. 221A; community's second FM assignment. Comments due Dec. 5, reply comments, Dec. 20. Address: 98 Willow Bend, Huntsville, Tex. 77340. (MM 83-1124) Adopted Oct. 6.

■ Strasburg, Va.—John T. Galanes proposes assignment of ch. 285A; community's first FM assignment. Petitioner has also requested assignment for Truro, Mass. (see above). Comments due Dec. 5; reply comments, Dec. 20. Address: 205 Casa Solana, Key West, Fla. 33040. (MM83-1127) Adopted Oct. 6.

Actions

■ Armijo, N.M.—Granted FM ch. 296A, community's first FM service. Petitioner: Dorothy D. Davis. (MM 83-376) Adopted Oct. 6.

■ Marion, Ill.—Dismissed request for TV ch. 33, which would have been community's second television service.

Petitioner O.L. Turner filed a subsequent request to dismiss his original proposal. He had also petitioned for Paducah, Ky. (see below). (RM-4511) Adopted Oct. 6.

■ Paducah, Ky.—Dismissed request for TV ch. 55, which would have been community's fourth television service. Petitioner O.L. Turner filed a subsequent request to dismiss his original proposal. He had also petitioned for Marion, Ill. (see above). (RM-4510) Adopted: Oct. 6.

■ Elk City, Okla.—Granted FM ch. 232A, its third FM service. Petitioner: Gary C. Smith. (MM 83-378) Adopted Oct. 6.

Call letters

Applications

Call Sought by

New AM

KGBU Beacon Communications Inc., Florence, Ore.

New FM's

*WFOF Doxa Inc., Covington, Ind.

KSTQ Principals Three Inc., Alexandria, Minn.

KBHL Minnesota Christian Broadcasters Inc., Osakis, Minn.

*KBFT Blackfeet Media Inc., Browning, Mont.

*KBNL Educom International Inc., Laredo, Tex.

New TV

KCPM Superior Broadcasting of California, Chico, Calif.

KWKT Focus Broadcasting of Waco Inc., Waco, Tex.

Existing AM's

WKQJ WXXX Hattiesburg, Miss.

KZMO KTAA California, Mo.

WCCS WADA Shelby, N.C.

KSLR KMAC San Antonio, Tex.

Existing FM's

*KUVO KBUM Denver

KGBB KTWN-FM Anoka, Minn.

KRAA KODB Volga, S.D.

Existing TV's

KLBY KBOM Colby, Kan.

WGME-TV WGAN-TV Portland, Me.

KTDZ KTAH Portland, Ore.

KRLD-TV KNBN-TV Dallas

KTZZ KABD Seattle

Grants

Call Assigned to

New FM's

KEOR-FM Ballard Broadcasting Co. of Oklahoma Inc., Atoka, Okla.

New TV's

KDTU Roman Catholic Church of the Diocese of Tucson, Tucson, Ariz.

*KPTW Kansas Public Telecommunications Service Inc., Wichita, Kan.

*WCMV Central Michigan University, Cadillac, Mich.

*WCMW Central Michigan University, Manistee, Mich.

Existing AM's

WWJD WEAS Savannah, Ga.

WJLY WHYW Braddock, Pa.

WOLA WEAH Barranquitas, P.R.

Existing FM's

KYA-FM KLHT San Francisco

KCDA KIOB Coeur D'Alene, Idaho

WSJL WRIO-FM Cape May, N.J.

KSLR-FM KSLR San Antonio, Tex.

Existing TV

WNJX-TV WORD Mayaguez, P.R.

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anager for progressive small market near Twin Cities. Strong sales background. Structured buy-in available. Reply Box E-138.

uccessful small market selling manager needed to manage and purchase profitable Southeast AM. Owner retiring. Write Box E-142.

op rated AM/FM looking for general sales mgr. who is aggressive, has leadership qualities, knows research and Arbitron. Ideal candidate is locked in with no advancement opportunities. Must be ready to move into DM position within 18-24 months. All replies confidential. EOE. Write Box E-152.

ou never get a second chance to make a first impression. Local sales manager needed immediately for central Nebraska's powerhouse, KSYZ-FM. Must have proven sales training experience, and the ability to supervise six of the most professional sales tigers anywhere. If you are a results and goal oriented individual who is ready for a growth and development opportunity, send resume, references, and sales management philosophy to Doug Clements, General Manager, KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. EOE/MF. No phone calls.

California medium market AM/FM wants aggressive general manager. Sales/collection oriented. Confidence guaranteed. Resume to Box E-172. EOE.

irector of broadcast operations in Israel/South Lebanon with Christian radio stations. Prefer born-again, experienced, and have a good track record. Send resume to Fred Johnson, Box 7466, Van Nuys, CA 91409.

op 25 Sunbelt market - leading 100,000 watt FM A/C looking for aggressive, street-wise sales trainer to lead and direct staff of 8 as local sales manager. Applicants must have minimum of two years sales management experience or 5 years heavy sales background. Position(s) for experienced AEs available also. Send resume outlining work experience and compensation history to Box G-12. An equal opportunity employer.

Los Angeles suburban FM. New owner seeks hands-on general manager with strong credentials who is both sales and detail oriented. Must have proven ability to build a team that produces results and increases revenues. Excellent long term growth opportunity. Send detailed resume with salary requirements to: Radio, P.O. Box 49650, Los Angeles, CA 90049.

HELP WANTED SALES

We offer an outstanding opportunity for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield \$40,000 gross income for you the first year, \$60,000 the second year. If qualified, please call Bob Hanley, 806-372-2329.

Midwest group of 11 stations in 6 markets has growth opportunities for assertive and enthusiastic sales managers and salespeople. Send resume and references to Box E-124. EOE.

Interested in a step up to a great station in a growing market? We need an experienced salesperson who knows media, has two years minimum sales experience, wants a good pay/commission opportunity. Write (no phone calls, please) James Butler, General Manager, WWJF FM (JOY 107), PO Box 5333, Ft. Lauderdale, FL 33310. Equal opportunity employer.

Sales manager: Progressive broadcasting group seeks sales manager for leading AM/FM in small/medium Southwestern market. Strong sales orientation required. EOE. Write Box E-160.

16% annual growth-this market of 260,000 offers the sales professional unlimited opportunity. The organization is a major West Coast group. The station is the fastest growing AC in the market. Generous compensation. Only sales professionals need apply. If you have any questions, call 907-561-1877, or mail resume and requirements to: KTNX, Attn: General Manager, 1549 E. Tudor Rd., Anchorage, AK, 99507.

\$30,000 guarantee. Our top billers earn \$70,000. Medium (14 station) market. Leading CHR #1 teens, 18-34, 18-49, #2 25-49, 25-54. EEO. Our employees know of this ad. Send resume to Box E-169.

WDXI-AM, WJHR-FM - two top billing and rated stations in Jackson, Tennessee, have immediate openings for two sales managers. If you have a winning personality, high sales image and results, leadership ability, and are ready for future management development, rush your resume to Betty Mastick, General Manager, PO Box WDXI, Jackson, TN 38301. EOE/MF.

Professional, goal-oriented sales manager for KY AM/FM combo. Proven leadership with track record, ability to train, supervise, set & meet sales goals. Pay based on results, with management growth potential. Send resume, recommendation, & prior results to Station Manager, Box 70, Ft. Knox, KY 40121. EOE.

Account executive, Minimum 2 years experience. We are three times Billboard Magazine Radio Station of the Year. We've got the tools, and continuous training. We need your talent. Send resume and introductory letter to Jim Hopes, Vice President Sales, Scantland Communications, 355 E. Center St., Marion, OH 43302.

if you are an enthusiastic, self-starting salesperson and wish to relocate on the California coast, send resume and qualifications to Cheri Cancelliere, Sales Manager, KNRY, P.O. Box 2108, Monterey, CA 93940.

Sales career opportunity-high income potential and high recognition for the right person representing our broadcast station in Palm Springs, California. We are looking for an individual with a winning personality, high sales image and leadership ability who understands the basics of aggressive selling. Previous broadcast experience not necessary. Strong sales background is vitally important. Call 619-365-1500 if you are enthusiastic and qualified.

HELP WANTED ANNOUNCERS

AM country station, upstate NY, looking for strong morning personality, good track history, strong community involvement, entertaining. Top salary. Send resume or call: Atkinson Consultants, Lord's Highway East, Weston CT 06880. 203-226-3110.

Experienced announcers needed now. Production creativity a must. No stars wanted, just personable team player to execute proven format. 100KW, heavy information/AC station. Tape and resume to David Phillips, WDSC FM 93, P.O. Box 231, Dillon, SC 29536. EOE.

Minnesota station seeking versatile announcer/copy/news person. Experience required. Resume only to Box E-139.

Immediate opening. Radio announcer with at least two years' experience. Good production skills. Send tapes and resumes to Paul James, KTEM, PO Box 1230, Temple, TX 76503.

Production Pro/ jock needed at Goodrock 107. Send resume and tape with production samples to Rick Singer, P.O. Box 9217, Canton, OH 44711.

Morning drive announcer for easy listening station on Maryland's Eastern Shore. Good news delivery. Also, announcers for future openings. Tape and resume to: Operations Manager, WKYZ-FM, Naylor Mill Road, Salisbury, MD 21801. EOE.

Talk show host. Major Midwest market. Man or Woman. Sell own time! Resumes only to Box E-173. EOE.

Building future files for CHR, country and AOR programmers and air talent. Please direct tapes and resumes to: David Mariano, Jim Long & Partners, 13747 Montfort Drive, #220, Dallas, TX 75240. No calls, please. EOE/MF.

WHMQ/Findlay - immediate opening for afternoon personality, with good production skills. T & R: Dave Glass, PD, Box 1507, Findlay, OH 45839. 419-422-4545. EOE.

Combo afternoon newscaster/evening informal classical commentator. Tampa Bay Concert Radio, WXCR, Box 8, Safety Harbor, FL 33572.

Montana's Superstation is looking for personality-oriented on-air personnel. We are an adult contemporary, 100,000 watt FM station. Please send tape and resume to: Dave Stilli, P.O. Box 3129, Great Falls, MT 59403.

Illinois-Iowa medium market group accepting applications for versatile, experienced announcers. Send resume and tape to Hayward Talley, Talley Stations, Box 10, Litchfield, IL 62056.

HELP WANTED TECHNICAL

Nome, Alaska needs maintenance engineer for award-winning AM owned by Catholic bishop. Volunteer position, room and board provided, no pay. Three year commitment, preferably longer. Must like life in a Christian community and cool weather. Father Jim Poole, S.J., KNOM, Box 988, Nome, AK 99762.

Chief engineer for medium market AM/FM in Southeast. Maintenance of transmitters, STL, automation and other studio equipment. Announcer capability a plus. Reply to Director of Engineering, P.O. Box 32488, Charlotte, NC 28232. EOE.

Chief engineer. One person dept. This is a hands on job for someone who knows what he/she is doing. 5,000 AM (non-directional) 100,000 watt FM, IGM Basic automation, STL microwave, RPU system, studio equipment. First or general. SBE certified preferred. Send resume and salary requirements to James Hoff, Pres., KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501. 707-443-1621. EOE, MF.

Engineer for team work on The Village Companies' Burlington/Chapel Hill, North Carolina operations. Properties include WCHL/AM stereo, WBAG-FM, the Tar Heel Sports Network, and Village Cable. Must be a hands-on, production-oriented engineer. First class license and chief engineer preferred. Salary based on experience. Send resume to The Village Companies, P.O. Box 3300, Chapel Hill, NC 27514. Equal opportunity employer.

Chief engineer for south Florida 50 KW AM directional state of the art facility. Good salary and benefits. Resumes to Jim Henry, Director of Engineering, C/O WVCG, 377 Alhambra Circle, Coral Gables, FL 33134. WVCG is an equal opportunity employer.

HELP WANTED NEWS

News/talk position for experienced professional. Join a station dedicated to strong local involvement. Send tape/resume to Mike Moran, WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

News director: news excellence is a tradition here! Lead by example: report, write, anchor, and administer 4-person department. Midwest 80,000 metro. A career move with a large group owner. Resume, tape, & written statement of news philosophy to Gayle Olson, WSJM/WIRX, Box 107, St. Joseph, MI 49085.

KOFM needs two good personality drive news people. Write James Banzer, ND, Box 14806, Oklahoma City, OK 73114. EOE.

Producer/writer needed—see our television display advertisement in this issue.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Promotion director—WPOC Baltimore is accepting resumes for consideration for a January opening. Stringent requirements include: knowledge of print media, radio ratings, excellent writing skills, a high degree of organization, budgeting ability, creative mind and the ability to interrelate with a winning team of fellow department heads. On-air experience a plus. Send resume and cover letter stating salary requirements to General Manager, WPOC, 711 W. 40th Street, Baltimore, MD 21211. No phone calls, please. WPOC is a Nationwide Communications station and an equal opportunity employer.

Music projects director: WGBH-Radio, Public radio in Boston. Strong background in classical music production, knowledge of jazz and folk desirable. On-air classical experience required, also ability to negotiate and establish relationships with musicians and musical organizations. Scripting skills, live concert production experience, and great organization skills required. Fluency in German, French and/or Spanish desired. Resumes and samples of work to Carol Pierson, Assistant Radio Manager, WGBH-FM, 125 Western Avenue, Boston, MA 02134. Deadline: November 15, 1983. Start date: December, 15, 1983. An EOE.

Productions/operations manager for non-commercial KTEP-FM, a NPR affiliate serving the El Paso area with 100,000 watts. Responsibilities include supervision of all studio and remote production and operations including scheduling of facilities, training of personnel, oversight of off-net taping, and teaching one course in mass communication. Bachelor's degree required as well as a Master's or successful equivalent experience. Minimum of 3 years' experience in audio production, NPR operations and teaching. Bilingual (English/Spanish) capability preferred. Apply to: David Wilson, KTEP-FM, University of Texas at El Paso, El Paso, TX 79968. Closing date: November 15, 1983, or until adequate pool of qualified applicants is received. The University is an equal employment opportunity/affirmative action employer.

Program operations director—WVOX/WRTN, Westchester, NY. The Wall Street Journal called WVOX the "quintessential community station". Great opportunity for a "quintessential community program-production person". Strong community orientation and technical-computer competence. Resumes should be sent to: Michael Dandry, Vice-President and General Manager, WVOX, One Broadcast Forum, New Rochelle, NY 10801. 914-636-1460.

Operations manager/program director for AM country/FM CHR. Texas medium market. 915-263-7326, Dick Fields.

Continuity/production director needed! Creative, great production, voice versatility, experience only. Resume, demo & scripts to Operations Manager, C-101, Box 9781, Corpus Christi, TX 78469. EOE.

Music programmer for classical and jazz public station. (Broadcast music coordinator). \$1574 per month. Position responsible for developing, hosting, producing, and programming classical, semi-classical, jazz and concert performances for live or prerecorded musical radio broadcasts. Requires: Bachelor's degree with minor or major in music and two years of professional experience in the music field. Additional professional experience as a classical musician may be substituted, year-for-year, for up to two years of the required formal education. Apply by November 10, 1983, to the Office of Staff Personnel, 134 French Administration Bldg., Pullman, WA 99164-1014. 509-335-4521. Washington State University is an EOE.

Producer/writer needed—see our television display advertisement in this issue.

SITUATIONS WANTED MANAGEMENT

Black radio specialist—Successful GM with impressive track record available. Station being sold. Call 504-774-0116.

Exceptional general manager: with in-depth knowledge of radio covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Write Box E-114.

General manager with 14 years of professional sales and management successes. Seeking challenge and growth opportunity. Experience includes top 50 markets and all phases of management: budget, promotion, administration. People oriented with bottom line understanding. Finest credentials. Seeking long term commitment. Prefer southeastern New England. Write Box E-130.

Ready for action. Formerly 50% owner & fulltime GM of class C FM in seacoast community. Went from \$145K in gross billing to over \$1 mil. with substantial profit in 9 yrs. Only 45. In radio sales since 1961, management since 1965. Super winning track record. Interested in ownership, partnership, group management, GM with option, consulting, or allied field. Excellent administrator, salesman & motivator. Prefer East Coast from southern New England to Florida. Call 617-563-5538, or write Ken Patch, Box 571, Falmouth, MA 02541.

General manager position wanted in medium or small market. Have radio, TV, and agency management experience. Write Box E-171.

Ownership change has GM looking for small or medium market. Experienced in all phases, with emphasis on sales and working with people to maximize station potential. Box 4071, Daytona, FL 32019.

General manager. Class C FM/class IV AM. Solid sales. Good CHR/AC rating track. Currently in 350,000+ market. Write Box E-117.

Management. General, sales or announcing/production. Prefer Southeast—Presently managing small market stations—over 20 years experience all phases—Former owner/manager. Objective relocation. Box G-5.

SITUATIONS WANTED ANNOUNCERS

Female announcer seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

Professional sound, articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-383-1692.

Desire return to broadcasting. 15 yrs. announcing experience. Robert Paul, 211 S. Lincoln, Monterey Park, CA 91754. 213-288-0511; 213-925-6790.

Male DJ. Prefer country station. DJ or music director opening. Great experience in country. All calls welcome. Tape, resume ready! Scott Heyward, 312-864-3304.

First phone, degree. Radio or TV announcer. Galvin James, 105-52 132nd St., Richmond Hill, NY 11419. 212-659-5264.

Experienced announcer with production ability & writing skills. Love all formats. Call me now: Mark, 201-863-0917.

Seek position as announcer trainee. Have restricted permit. Live in Minnesota. Please reply to Box G-2.

Good reader and voice quality. Have broadcasting school training. Any shift - anywhere. Pat Sullivan, 414-422-0368. W143 S6756 Tess Corners Dr., Hales Corners, WI 53130.

Experienced programmer, air personality, production professional available immediately. For information, call 214-581-7625.

Experienced announcer or salesman. Mature voice. Programming experience. Consider any area. Call Bill Hannen, 612-447-2835.

Super voice wants to re-locate in or near Chicago. Strong production and copywriting skills. No rockers. Stable 40-year-old family man. Phone Steve Wilson for tape: 313-399-8992.

Diverse background. Success oriented. Trained by professional announcer but want to learn all phases. Don Brinkley, 510 W. Oakland, Port Washington WI 53074. 414-284-6983.

SITUATIONS WANTED TECHNICAL

Chief engineer/MOYL announcer needs help! Blackballed, can't get a job, despite years of corrected performance. Seek relocation/assistance, decent living wage. Assets: tools, proof equipment, records, years technical/musical experience, pipes. Believer, communicator. If you'll help, call 305-786-0127.

RF man—first phone since 1948. Available now. Prefer chief position with heads-up station or group. Earl Laddendorf, 414-449-1331.

SITUATIONS WANTED NEWS

Enhance your news or sports coverage. Sports director/news reporter with 5 years experience seeks challenging radio or TV position. Colorful PBP. Excellent writing/delivery skills. B.A., journalism. Kevin, 913-827-2383.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organized. Call Steve, 904-769-5350.

In 7 years on California's south coast, I've directed anchored, and reported news and sports, plus NC, basketball and high school FB PBP. Now I'm ready to move up. Woody Chaves, 213-204-0761.

Award-winning wire service reporter and former radio news director in New York metropolitan area seeks position as news director and/or anchor, reporter, edit writer. Steve, 914-946-0504, or Box E-174.

Experienced reporter. Good voice, BA Journalism. Prefer California or southwest. Call 213-508-714 or write Box G-4.

Sports director looking for right opportunity. Experienced PBP all sports, as well as recreational sports community involvement. Also, experienced in new sales. DJ. Will consider combo. 314-576-5486.

Sports director looking for good opportunity. Class PBP; will consider news combo. 201-763-5587 after EST.

Young newperson looking for position at medium-small market in Midwest. 5 years experience, 2 as medium market ND. Journalism degree. Jeff, 815-66-9173.

Seeking news directorship in locally oriented static with strong news commitment. Seven years experience including NYC. Write Box G-17.

Hard working, objective reporter/anchor with 6 year TV/radio experience seeks position as reporter or news director. Call 307-777-7676 mornings or 307-63-5555 afternoons.

Dedicated reporter seeks entry level position. Hard working, dependable, personable, bright. Am determined to put my talents and experience to work for you. Box E-183.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Professional radio productions—spots, IDs, promos, as low as \$2. Write Box G-3.

TELEVISION

HELP WANTED MANAGEMENT

Operations manager: leading station in southeast seeks someone to schedule, supervise, and motivate studio and engineering operations staff, including camera, audio, video, master control, and video tape. Programming experience desirable. Strong people handling skills essential to supervise over forty employees with active studio production schedule. Send descriptive letter, resume and salary history to Box E-137.

General manager for group owned CBS affiliate in Southeast. Must have experience in budgeting and cost control, with strong knowledge in news, sales and programming. Prefer 3-5 years' experience as a general manager. Send resume to Box E-146. M/F, EOE.

Accounting controller for NBC affiliate in top 30 market located in Southeast. Excellent accounting skills and supervisory experience necessary. Responsible for daily operation of accounting department. Public accounting background with broadcast experience preferred. Send resume, references, and salary requirements to Erskine Lytle, WSMV-TV, 5700 Knob Road, Nashville, TN 37209. EOE.

General manager: The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital, Juneau, home of 24,000 people. Overall responsibility for budget of \$1.5+ million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CCBi Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCBi is an EEO/AA employer.

General manager, to administer and supervise the overall business, personnel, and broadcast functions of KAWE, a community licensed public television station serving northern Minnesota. Requires demonstrated administrative, public relations, and fundraising experience in public television. Highly developed communications and Interpersonal skills a must. Three years experience in broadcasting and BA degree in related field required. Salary range: \$25,000-\$35,000. Send letter of application, resume and three professional references by December 1st to: Search Committee, KAWE, Box 9-Bemidji State University, Bemidji, MN 56601.

General sales manager. Group owned network affiliate in West seeks proven sales manager with strong track record. Your expertise in local sales will help keep us #1 in our market. Excellent progressive communications company offers strong advancement opportunities. Send resume to Box E-159.

General manager: powerful new television station under construction in attractive Midwest capital city seeks professional general manager. Professional experience essential. Job will require total commitment to match superb facilities. Excellent pay for highly productive person. EOE. Send resume to Box E-168.

News director for KNTV's Emmy-award winning news operation. Former news director has been promoted to vice president/general manager of our sister station. Applicants should have a degree in journalism/communications and a minimum of three years of television news management experience suitable to build on the accomplishments of the current staff. Applicants should be able to document ability to achieve rating success, supervise, motivate, manage a budget, and develop long and short term goals. Landmark Communications' KNTV is an ABC affiliate in San Jose, California, America's 14th largest city. Send resumes, references, and VTR to Dick Fraim, Vice President/General Manager, KNTV, 645 Park Avenue, San Jose, CA 95110. EOE/M-F.

General manager-new station in small market area SW seeking general manager, responsible for budgeting and management of the production, programming and promotional departments. Must have experience in analysis and selection of programming and creation of local productions. Send resume to George Buck, P.O. Box 5805, Compton, CA 90224. EOE

HELP WANTED SALES

Successful local sales manager for top 50 market. Independent experience preferred - unique opportunity. Only winners apply. Sales trainer/leader by example wanted - great community. Write Box E-120.

Local sales manager: top 35 market station in Sunbelt is seeking a creative, aggressive individual to lead and manage local sales department. Local sales managers or general sales managers handling local preferred. Send resume to Box E-136. EOE, M/F.

Local sales-established list of direct and agency accounts at strong network affiliate in Virginia. Previous television sales experience mandatory. Marketing and/or research experience a definite plus. Send resume to Box G-8.

National sales manager-WIS-TV, Columbia, SC, is seeking a national sales manager with previous national sales experience, either at a station or with a national rep. Local sales experience will also be helpful. Send resume to Joe Tonsing, General Sales Manager, WIS-TV, P.O. Box 367, Columbia SC 29202, before November 25, 1983. EOE.

Local Sales manager: independent "U" in mid-size market is looking for an experienced "Indy" UHF local sales manager. We will also consider a red hot salesperson, with the required background, ready to move up. A great opportunity with a fine company in a beautiful market with a nice mild climate. Sound too good? Well, it's yours if you are creative and can lead, plus motivate others. Send resume to Box G-21. EOE.

HELP WANTED TECHNICAL

Transmitter supervisor - present supervisor retiring after 20+ years service. This large market Sunbelt TV station has a clean, modern RF plant and requires a conscientious engineer with 3-5 years transmitter maintenance experience to maintain it. Send resume to Box E-94. EOE.

Chief engineer for network affiliate in Sunbelt. Broadcast management experience required. Send resume and references to Box E-150. EOE, M/F.

Christian television station requires chief engineer. Strong UHF background required. Contact Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box "A", Santa Ana, CA 92711. EOE.

Assistant chief engineer - operations. Strong, people oriented person with three to five years management experience as assistant chief or chief desired for this top 15 TV Sunbelt market. Responsibilities include: scheduling, streamlining operations, special projects, and assisting in maintenance of the station as time permits. Send resume to Box E-95. EOE.

Career engineering opportunity as chief engineer with Florida's leading commercial production houses. We are expanding. If you are a quality-oriented high achiever, our pleasant environment and small staff will interest you. Design and maintenance skills required. Not affiliated with a broadcast operation. Excellent benefits. Competitive salary commensurate with experience. Our 13th year. Can meet you at Los Angeles SMPTE conference. Act now. Contact Bruce Graham, Director of Engineering, Florida Production Center, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000. EOE/MF.

Chief engineer - Florida Gulf Coast. Highly qualified hands-on chief to build and maintain new UHF independent. All new equipment. Job immediately available. Target date December. Resume, salary history, and references to: Station Manager, WPAN-TV 53, 14 Eglin Parkway SW, Fort Walton Beach, FL 32548. EOE.

Group owner looking for a maintenance engineer with 3/5 yrs. experience, including transmitter work on RCA TT6/25, Ampex VTR, TK-27, etc. Send resume to Steven Easley, KOUS-TV, Drawer D, Hardin, MT 59034. EOE/MF.

TV maintenance engineer: Scene Three - Nashville is expanding and seeks skilled maintenance engineer to join our fast growing production/post-production company. Experience in maintaining 1" VTRs, ADO, Vital and Ampex switchers, Ikegami cameras and related equipment preferred. Send resume to Mike Arnold, 1813 Eighth Avenue South, Nashville, TN 37203.

Maintenance engineer. We need an experienced maintenance engineer who has worked in a sophisticated production environment. Your responsibilities will include the repair and maintenance of Ampex one-inch and two-inch videotape machines, Ampex and NEC digital video effects units, Grass Valley 300 and 1600 switchers, Ampex ESS system, CMX editing systems, MCI and Ampex audio equipment, helical videotape equipment, Telemation compositor and Chyron IV, Ikegami and Phillips cameras, as well as older generation equipment. Strong knowledge of electronic theory and computer systems plus mechanical aptitude. Reply Box E-164.

Studio maintenance engineer. CBS affiliated VHF station in Texas. Minimum of three years experience in VTR/ENG repair. Send resume to chief engineer, KWTX-TV, Box 7528 Waco TX 76710. EOE.

Video engineer. We are an Eastern production company seeking a video engineer who is proficient in the operation and maintenance of both old and new generation cameras. Experience or desire to operate and maintain a Rank Cintel Flying Spot Scanner. Strong production background preferred. Send resume and salary history to Box E-165.

Chief engineer wanted for growing NYC-based production company. Must be experienced in remote location production & be able to operate & maintain remote location equipment. Will be responsible for future growth of the department. Must be able to interact effectively with clients. Post production knowledge helpful. Write Box E-119.

Asst. chief engineer. Southern California UHF commercial independent needs engineer with at least 5 years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Salary \$25,000-\$30,000. Send resume to: KDOC-TV 56, 1730 S. Clementine St., Anaheim, CA 92802, c/o Bill Welty 714-999-5000.

KYUK-AM/TV seeking chief engineer. Must possess valid general FCC license and minimum 5 years experience in repair and maintenance of broadcast equipment. Resume should show personnel and budget management, responsible radio/TV engineering and FCC compliance abilities. Salary high \$30's. Closing date November 30, 1983. Send resume to Bethel Broadcasting, Inc., KYUK-AM/TV, Attention: General Manager, P.O. Box 468, Bethel AK 99559. EOE.

Space shuttle television. Opening for qualified engineer with established NASA contractor. BSEE for design and documentation of process control and CCTV projects. Broadcast TV experience and FCC license desirable. Excellent wages and benefits. Send resume to: Taft Broadcasting Corporation, 1022 Hercules Avenue, Houston, TX 77058. Attn: Marty Kirkland. EOE/M/F/H.

CMX editor, Two years experience minimum. For commercial CMX editing. Night shift. Call Elizabeth immediately 615-248-1978. Southern Productions. Nashville.

Assistant director of engineering for public TV stations in Akron and Youngstown, Ohio markets. Must have FCC first or general class license and minimum of five years experience in TV broadcasting, with emphasis on transmitter and telecine supervision and maintenance. Competitive salary with extraordinary benefits, including university tuition for dependents. Send resume by November 14, 1983, to: John Cervone, Channels 45/49, Kent, OH 44240. An affirmative action/equal opportunity employer.

TV production engineer with minimum 2-3 years video and maintenance experience. Must possess 1st class FCC license. Have experience with RCA studio cameras, RCA switcher, RCA film chain, Sony VCRs, and character generator. Also responsible for Panasonic ENG cameras and Convergence editing system. Salary commensurate with experience. Work with full color studios with cable channel in dept. of journalism and radio-TV. Position open beginning Dec. 19, 1983. Application deadline: Nov. 21, 1983. Send up-to-date resume and three current references to: Chairman, Dept. of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 graduate students, 11 faculty/staff members, 100,000 watt FM stereo radio station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cablevision system. An equal opportunity affirmative action employer.

Manager of broadcast operations for department of mass communications, Texas Tech University. Must know FCC regs, FM, studio and transmitter maintenance, and video maintenance. Must have strong maintenance background and supervisory experience. A first class FCC license is preferred - a general class license is acceptable. Send for complete job description. Dennis Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. EOE/AA.

Video engineer - we are looking for an experienced video engineer to assist with our production dept. The successful applicant must have a minimum of 5 years video maintenance experience, familiarity with 3-lude cameras, 3/4" video cassettes, routing switchers and TBC's. This person will be responsible for design and maintenance of all studio equipment. Management and budget administration helpful. Send resume to Director of Human Resources, Warner Amex Cable Communications, 9358 Dielman Ind. Dr., St. Louis, MO 63132.

Videotape editors for top quality production company experiencing major growth in electronic publications. Must have considerable experience on CMX and ADO. Salary commensurate with experience. Send resume to Kartes Video Communications, 10 East 106th Street, Indianapolis, IN 46280, c/o Jim Kartes. 317-844-7403.

Chief engineer for independent UHF station and production facility. Five years experience in repair and maintenance of broadcast equipment required. Good knowledge of UHF transmitters, supervisory skills, FCC reporting, and budget management also required. EOE. Call for more information. Peter Parise, 915-533-1414.

HELP WANTED NEWS

Reporter. Number one Midwest CBS affiliate with an outstanding staff. If you are creative, dedicated, and experienced, please send a resume, tape, and salary requirements to: Managing Editor, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE/M/F.

Attention helicopter pilots! TV station looking for pilot to fly and report. Send resume only to Box E-141. EOE, M/F.

Seeking assignment editor who's aggressive, creative, & a self-starter to work with 24-person staff. Must be experienced & have knowledge of live ENG. Accepting applications until Nov. 21. Resume only to Box G-1. An EOE.

All Broadcasters Invited. Newsmen with a minimum of two years experience are invited to apply for the Kiplinger Program in Public Affairs Reporting, now in its 11th year at the Ohio State University. Entry into the year-long program leading to a Masters degree in journalism is competitive. Substantial funding is available to successful candidates. The 12th year begins Sept. 19, 1984. For information, write or call: Henry H. Schulte, The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH 43210. Telephone 614-422-2607 or 422-6121.

Editor-WDIV, the Post-Newsweek station in Detroit, is looking for an exceptionally talented editor. The person we seek is first and foremost a news editor; someone able to tightly edit news stories under a deadline. But this person should also be able to bring a creative and visual edge to series and longer form pieces. What we seek is that rare person who can combine both talents and join a top creative team. If you think you are that person, and have at least 3-5 years experience, send resume and tape to: Mark Efron, Executive Producer/News, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. We are an equal opportunity employer.

News producer. Eastern North Carolina news leader needs a creative, experienced producer for the top rated 6 and 11PM newscasts. No show stackers wanted. Ability to write and produce a well-paced, interesting newscast required. Resumes, salary requirements, and airchecks (no phone calls) to Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

Assignments editor. We're looking for an experienced assignment editor for one of the country's largest ADI's. Ability to generate story ideas, direct field crews, and open "closed doors" a must. Resume and salary history (no phone calls) to Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

Historic news leader in top twenty sunbelt market seeking co-anchor to team with our male co-anchor for prime early/late newscasts. Must have previous anchor experience, strong on-air ability, and good writing/reporting skills. Job will be available June, 1984. Send resume only to Box E-184.

Senior tape editor wanted. Minimum of two years editing experience and B.A. in communications, or equivalent required. Must have proven skills in mechanics of television news operations, ability to effectively communicate with fellow employees, and serious interest and aptitude in developing management skills. Send resume and videotape to Jo Shilling, P.O. Box 9494, Seattle, WA 98119. EOE.

Broadcast news reporter. Degree and television experience preferred. Send resume only to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. Equal opportunity employer.

Anchor needed - medium market, group owned station has immediate opening for experienced anchor, with some producing skills. Resume only to Box G-7.

Producer for midday news show. One year experience. Send resume and audition tape to news director, Box 4, Nashville, TN 37202.

Recent broadcast meteorology grads. Looking for an opportunity to train with one of the nation's finest TV meteorologists? The position involves weekend weathercasts, backup, and environmental reporting. Applicant must hold major or minor in meteorology, possess familiarity with computer graphics. Top 40 market. Send resume and references only to Box G-9. EOE.

Producer: We're looking for a top flight pro who knows how to make a newscast come alive! Top 40 market. Experience, excellent writing skills, and exceptional creativity required. Send resume and letter only, outlining qualifications, philosophy, and salary requirements to Box G-10.

KCPQ-TV/Seattle is looking for a fully experienced producer. We need a creative self-starter with imagination for an innovative news program. A unique opportunity in the Pacific NW to work for a company long-known for news excellence. Resume/tape to Steve Hess, Box 98828, Tacoma, WA 98499. EOE.

Sports/news combo. Group owned station is looking for talented, experienced person to anchor weekend sports and cover news 3 days. Send resume only to Box G-14. EOE.

Small west Texas market station seeking weekend weathercaster/weekday reporter. Call Mike Barker, 915-563-2222. An equal opportunity employer.

Executive producer: responsible for production of 6 & 11 newscasts on dominant medium market midwest station. Applicants should have solid TV news background and familiarity with modern production equipment. Excellent opportunity for small market news director. Resume to Box G-22. EOE.

KCPQ-TV/Seattle is looking for a managing/assignment editor. Need 3-5 years of increasing responsibility in a medium/large market. Person will be responsible for content and design of innovative newscasts. Tape/resume to Steve Hess, Box 98828, Tacoma, WA 98499. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Photographer/videographer-University PTV station. BA with two years minimum experience. Must be experienced in all aspects of photography; able to care for and operate EFP cameras and related equipment, able to supervise and train student assistants. Application deadline: November 30, 1983. Salary range: \$14,500 to \$15,500. Forward letter of application, 3 letters of recommendation, official transcript of academic record, resume, sample of photography (slide form or 3/4" cassette) and EFP videography (3/4" cassette) to: Jan Bell, Director of Art/Photography, WBGU-TV, Troup Avenue, Bowling Green, OH 43403. An equal opportunity/affirmative action employer.

WGN television seeks on-air promotion producer. Minimum 2 years experience. Writing skills required. College degree preferred. EOE. Send resume and tape to Jim Ellis, Tribune Broadcasting, 435 North Michigan, Chicago, IL 60611.

Promotions director. CBS affiliate/medium sized south Florida market. Experienced candidates send tape and resume to Shannon Turner, WTVX, Box 3434, Fort Pierce, FL 33454.

CMX editor: Scene Three - Nashville seeks a post-production videotape editor for evening/night shift. Experience with ADO, SqueezeZoom, CMX 340X and Chyron preferred. At least two years timecode editing experience in commercial and program production required. Send resume to Mike Arnold, 1813 Eighth Avenue South, Nashville, TN 37203.

Promotion manager-experienced, creative professional for ABC affiliate on the beautiful Gulf Coast. Minimum 2 years experience creating and coordinating effective multi-media campaigns. Must have excellent writing, production, and management skills. Send resumes to Joe Smith, Operations Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581. EOE, M/F.

Art director-top 30 southeast network affiliate seeks a highly creative individual experienced in print, electronic graphics, set design, and sales promotion. Applicant must work well with people and be capable of developing a state of the art graphic look for all areas of television, including on-air, news, promotion, and print. EOE. Send resume and salary requirements only to Box E-167.

Promotion director: TV station in top 50 market seeks promotion director. Professional experience and creativity required in all phases of print and electronic media. Pay excellent. EOE Send resume to Box E-170.

Film director. A fast growing independent; a great movie station; a top ten market. That's who we are and where we are. But we need a top rate film director. A love of movies is essential. Two to three years experience necessary. Must be able to motivate and supervise. Experience in 16MM editing and 1" and 2" VTR operation a must. A strong preference exists for a person who is adept at keeping accurate and complete records on a large program inventory. Must be familiar with all shipping and receiving procedures. A strong desire and ability to work with people is absolutely necessary. No calls. Send resume with salary history to: Department F, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE., M/F.

Staff director. Metromedia Television is seeking a staff director for its Washington station, WTTG. The individual selected must have at least five years of well rounded commercial television directing experience, with a particularly strong background in news and specials. Applicants should send resume, tape, and salary requirements to Mary Summerville, Personnel Director, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. An equal opportunity employer.

Producer/writer needed - see our television display advertisement in this issue.

Good Company: the #1 afternoon magazine show in the Twin Cities is looking for a videographer/editor. If you're positive, talented, hard working, & looking for the opportunity & challenge of a lifetime, this is it. We need an experienced videographer who's the best in his/her shop to shoot & edit major 4-6 minute magazine style field packages. Creative ability is a must. Send resume & videotape to Doug Bolin, Producer, Good Company, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

Producer/director for public TV station. Requirements: BA (MA preferred), thorough experience with studio production, switching, audio, lighting, EFP and editing. Demonstrated skill in project management. Videocassette to be requested. Duties: Produce and direct weekly magazine show. Produce specials & contract programs. Instruct one TV production class. Assist in auction, festivals, etc. Salary: \$16,409. Excellent benefits & friendly community. Resume to: Employment Manager, Texas A&M University, College Station, TX 77843. EEO/AA employer. Applications accepted until 11/18/83.

CMX editor. Established production and post-production facility seeks experienced CMX 340X video tape editor with creative and technical abilities to work with existing clients. Send resumes/salary requirements to Teleimage, Inc., 225 City Line Ave., Phila. PA 19004.

Assistant promotion manager. If you're a responsible, dynamic marketing pro, send your resume, detailing your experience, and send evidence of your successful promotion efforts. Supervisory and budgeting skills a must. Minimum 3 years management in broadcasting or agency preferred. Equal opportunity employer. Contact Lee Armstrong, Promotion Manager, WFAA-TV, Communications Center, Dallas, TX 75202. Resumes in confidence.

Supervising editor. Immediate opening at a Boston production company for a supervising editor with ADO experience. Please send resume and salary history to: President, Videocom, Inc., 502 Sprague Street, Dedham, MA 02026.

Senior producer - sports & development. Responsible for sports productions for statewide Nebraska ETV Network. Also production responsibility for on-air membership activities and annual PTV auction. Requires Bachelor's in broadcast journalism or related field, with five years producing/directing experience, preferably in sports, or equivalent. Salary \$24,645 minimum/annual. Deadline November 21. Resume to Paul E. Few, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

TV production manager, South Dakota ETV Network, Vermillion, SD. Duties: Oversees all local productions to assure completion according to appropriate network standards. Coordinates pre/post production for South Dakota ETV Network television programs. Supervises scheduling of adequate production/editing, time, personnel and equipment at both SDET Network studios. Participates in long-range planning of local productions, including program budgeting. Coordinates technical quality by acting as production liaison to the engineering staff. Requires: BA/BS in communications plus two years of television programming experience. Salary: \$15,662-\$19,739, depending on qualifications. Deadline: November 18, 1983. Send resume (including social security number) to: Bureau of Personnel Public Safety Building, Pierre, SD 57501. An equal opportunity employer.

SITUATIONS WANTED SALES

GSM, top 30 markets, desires position that will afford opportunity for advancement and reward in realistic exchange for results attained. Late 30's, 18 years broadcast and top 25 agency experience, last 4 years top UHF indy. Impressive track record, industry contacts, references. Contact Box E-149.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 804-266-1715.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

Not just a lot of hot air. Meteorologist with 5 years top 50. Sharp, accurate, to the point. Relates well with viewer. Write Box E-93.

Entry level sports position, anywhere. Experienced radio play by play man with good interview skills seek: reporter/anchor position with small market TV station. Tape and resume available. Call 404-284-8490.

I need full-time work! Experienced sports anchor/reporter. PBP all sports. Currently per-diem producer at CBS. Call Jerry, 401-683-2276.

Over 4000 TV news shows-degree, graduate work/assistantship. Local radio anchor, crew national television news, references. Prefer audio, edit, etc., leading to producer or reporter. 617-784-2084.

Sports anchor/reporter: seeks medium market position East, Midwest, West. 2 years exp. B.A. Comm. 701-572-0956.

Black anchor-reporter. On radio & TV, now in St. Louis. 11 yrs. news experience. Seeking medium market anchor or major market general assignment. 314-361-1108; 314-721-1748 after 6 PM CST, Chuck.

Sportscaster with sparkle. Solid professional seeks new challenge in operation which justly rewards credibility, leadership, and versatility. I'm 33, with degree in communications. Top references. Available immediately. 203-673-2231.

Inclusive anchor/producer, public affairs moderator & editorial writer itching to move. Now making low twenties in very small market. Write Box G-11.

Hard-working broadcast grad. PBS experience. Wrote, produced, & directed. Seeking entry-level position, relocatable any market. Resume/tape on request. Write Box G-13.

Experienced, award winning newsman in medium market wants to advance to a more challenging and competitive market. Two years TV, five years radio. Box G-20.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Recent Southern Illinois University graduate seeks production position in television or radio. 3 years experience in crew and supervisory positions at WSIU-TV/FM. Award winner. Will relocate. 602-948-1569.

Recent June graduate seeking position in production, programming, or advertising. Strong background in Sports. Willing to relocate. Call Michael 513-474-0795 or 606-635-1542.

Experienced, professional TV broadcaster looking for producing/directing position with production company serious about multi-camera entertainment/sports programming. Mass communication college graduate, 14 years experience-have worked on both sides of the camera with national production credits on syndicated and network programs. Let's get together! Write Box G-15.

College graduate with intern experience seeking entry level position in television production. Willing to relocate. Write Box G-16.

CABLE

HELP WANTED MANAGEMENT

New local origination cable television station, 80 miles from Atlanta, in an attractive retail/industrial/university market, seeks someone experienced, aggressive, and versatile in all aspects of TV operations to move into general manager's position and share in the growth and profits of a promising venture. Non-smokers only. Send resume and tape to Chuck Searcy, Observer Television, P.O. Box 1006, Athens, GA 30613. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications management: The Department of Radio-Television at Southern Illinois University-Carbondale seeks qualified applicants for a full-time faculty position in the area of telecommunications management for January or August, 1984. The position is a tenure track appointment. Rank and salary are open depending on qualifications. Candidates should be qualified to teach graduate courses in dynamic new telecommunications M.A. program and sales and management on undergraduate level. Ph.D. or equivalent and significant experience in professional positions required. Evidence of successful teaching and scholarly activity desirable. Send letter of application, curriculum vita, and three letters of reference by November 15 to: Dr. Sam Swan, Chairman, Department of Radio-Television, SIU, Carbondale, IL 62901. SIU-C is an equal opportunity employer.

Broadcasting-tenure-track appointment at the rank of assistant of associate professor open Aug. 16, 1984. Teach undergraduate news, production, or telecommunication policy courses, and ultimately graduate-level courses and seminars. Ph.D. required for graduate program; professional experience desirable. Send letters of application, vitae, and at least three letters of recommendation to Thomas H. Heuterman, Chair, Department of Communications, Washington State University, Pullman, WA 99164-2520. Application review begins Dec. 15, 1983. Washington State University is an equal opportunity/affirmative action employer.

Assistant professor-telecommunication (academic year, full-time, tenure stream appointment). Teaching at the undergraduate and graduate levels in application and impact of telecommunications technology. Research, publication, and public service expected. Ph.D. required with evidence of effective capability in large and small classes. Academic background and research in application and impact of telecommunication technology. Position available September 1, 1984. Send application materials by December 31, 1983, to: Dr. Thomas Muth, Chairperson, Faculty Search Committee, Department of Telecommunication, 409 Communication Arts and Sciences Building, Michigan State University, East Lansing, MI 48824-1212. MSU is an affirmative action/equal opportunity institution.

Communications: The University of Michigan-Flint is seeking an assistant or associate professor of communications to develop an undergraduate program in communications. Competence in mass communications is essential, with ability to teach introductory theory and special studies courses also required. A background in organizational communications, journalism, telecommunications or speech is desirable. The position offers opportunities for graduate teaching and research/production activities with the campus public television station. A commitment to teaching, research and community service is assumed. This is a tenure-track position. A Ph.D. is required. Send resumes to Professor Wesley D. Rae, Department of English, The University of Michigan-Flint, Flint, MI 48502-2186, along with names and addresses of three references by December 15, 1983. The University of Michigan-Flint is a nondiscriminatory/affirmative action employer.

University tenure-track position for media professional, 1984-85. Minimum qualification; M.A., with either Ph. D. or significant experience. Preferred: teaching experience; strong industry credentials in TV, radio, and related media; background in small format video; skills in media program, development. Also useful: background in public relations campaign development, grant writing, or program production/management. Send resume and letter, by February 1, 1984, to J. E. Price, Acting Chairperson, Department of English and Communication, DePaul University, Chicago, IL 60614.

Assistant professor of telecommunications. Tenure track position begins Fall, 1984. Doctorate desired, with teaching and professional experience. Teach introductory, writing and announcing courses and labs. Send letter of application, resume, transcripts, names and addresses of three references before Jan. 31, 1984, to Dennis Harp, Director of Telecommunications, Texas Tech University, Box 4710, Lubbock, TX 79409. AA/EOE.

Arkansas State University invites applications for two positions in its department of radio-television. Ph. D. preferred; however, persons holding Master's will be considered. Amount, nature of industry experience considered for both positions. Applicants should be able to teach in several of following areas: broadcast management, advertising and sales, broadcast news, ENG, television direction/production, radio production, copywriting, cable systems management/operation, and new technologies. Rank: commensurate with degree and experience. Salary: competitive. Arkansas State University at Jonesboro has undergraduate and graduate programs in radio-TV with over 300 majors. Emphasis areas include broadcast management and sales, broadcast news, production and performance, cable/alternate technologies, and general broadcasting. Department housed in new building with outstanding facilities. Resume and references to Chairman, Department of Radio-TV, Box 2160, State University, AR 72467. Application review begins: February 1, 1984. Positions available August 15, 1984. Arkansas State University is an equal opportunity/affirmative action employer, M/F.

HELP WANTED TECHNICAL

Transportable Earth station. Satellite engineers. Extensive traveling. 2-3 years ground station experience; video experience desired. Submit resume with salary requirements: Tele-Link Communications, 6363 Taft Street, Hollywood, FL 33024.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 5G & 250 T. M. Cooper, 215-379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

Original Ampex 1-Inch VTR's, model 7950 (type A). 100 hrs. Plus manuals. Pro Video, 213-934-8840.

For sale or rent: used 100 watt UHF translator/LPTV transmitter with new driver tuned to your channel. Only one tube. \$10,000 for translator, \$12,000 for LPTV installed and guaranteed. 713-479-1614.

Hitachi FP-10. Demo, 6 hrs. 450 lines; 50dB, one tube, 12X lens, \$2750. Also, 16mm Auricon-style sound film camera. Ingenu lens. \$500. 317-846-3249, Klausmeier Video.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Transmitters: RCA BTA 1R1 AM 1kw. CCA FM 250E with 40-watt exciter. Perfect order. Gates M-6095 exciter. GE 250w AM. 402-564-1538.

Andrew emergency cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ-50, 850. 24-hour, 7 day a week response. David Green Broadcast Consultants Corporation, 703-777-6500; 777-8660. Box 590, Leesburg, VA 22075.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

DJ's only: Call 213-434-0203 24-hours for weird new thrill!! No GM's, consultants, etc.

MISCELLANEOUS

Deep voice? Why are some voices deep and others are not? How to get more control over your voice. Learn about a vitamin that adds resonance. Find out how to get a personal voice analysis. A must for all announcers. Send \$5.00 to: Voice Studies, P.O. Box 71-B, Neptune Bch., FL 32233

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

CONSULTANTS

Positions available. Weekly newsletter. \$15/15 weeks. Job Leads, Trent Bldg., Irvington NY 10533.

RADIO Help Wanted News

FOREIGN CORRESPONDENT

U.S. news organization needs experienced correspondent for Asia. Must be an expert on the affairs of the region, & be able to write about them with accuracy, clarity & insight.

U.S. citizenship required. EOE.

Send resume & written clippings only to:

Box G-26.

SOUTHWEST FLORIDA'S PREMIERE BROADCAST

facility will soon sign on the air. We are currently seeking top-flight account executives, air personalities, and news people, for our community involved, nostalgia formatted station. If you're the best at what you do, and would like to enjoy the best in life, send resumes and tape (if applicable) to: WKZY, 3440 Marinatown Lane NW, N. Ft. Myers, FL 33903. No calls, please. EOE/MF.

Help Wanted Technical

ENGINEERING SUPVR./ ASST. CHIEF ENG.

Immediate opening for engineering supervisor/asst. chief engineer. AM stereo-FM stereo. Major market. Strong maintenance skills and supervisory ability a must. Contact Doug Campbell, KZEW/KRQX, Communications Center, Dallas, TX 75202. Phone 214-748-9898. Resumes in confidence. Equal opportunity employer.

Help Wanted Sales

GENERAL SALES MANAGER

You already know how to barter radio programs for national syndication. You have exceptional talent when dealing with major advertisers, agencies, and radio stations. You're creative, energetic, detail-oriented, and can produce results. You're ready to earn big dollars based on your performance and ability to deliver. Los Angeles radio production company wants you now! All replies strictly confidential. Write Box G-23.

Help Wanted Sales Continued

General Sales Manager 58WDBO Orlando

Central Florida's 58WDBO seeks an accomplished sales executive ready to develop and carry out sales policies and motivate our dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, write: Garry Eaves, General Manager, WDBO AM, 58 South Ivanhoe Boulevard, Orlando, FL 32804. Katz Broadcasting is an Equal Opportunity Employer.

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Help Wanted Management Continued

CHRISTIAN SALES MANAGER KGOL-FM/HOUSTON

Prefer committed evangelical Christian with major market experience. Our staff of secular trained pros have created one of America's most outstanding Christian formats. We're ready to go out for the business and you might be the leader we need. Resume to Ed Mahoney, 8500-A Kirby Drive, Houston, TX 77054. An EOE

Situations Wanted Management

36 YEAR OLD FORMER OWNER

Seeks radio general management position. 5 yrs. owner & manager of 100,000 watt FM property. Former general sales manager of well-known Chicago FM. Write Box E-182.

VP/GM

Now employed top 10 mkt., 3 million population. Profit producer w/successful background. Want new challenge in top mkt. Sorry, but must use blind box number. It is Box G-18. Thank you.

TELEVISION

Help Wanted Programing, Production, Others

PRODUCERS—WRITERS DIRECTORS

Major computer/videodisc company in Silicon Valley, CA, seeks videodisc production personnel. Must have three years commercial videodisc production experience, with strong skills in 1" videotape and 35MM/16MM film. Special consideration for those with new concepts in interactive programming and production techniques. Send resume to Box E-135.

EFP PHOTOGRAPHER/EDITOR

Must have thorough knowledge of field (remote) production, including shooting and editing 3/4 inch and 1 inch video tape, remote audio and lighting. Minimum of two years experience is required. Send video tape and resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

PRODUCER/WRITER

Three to five years experience in radio, TV and/or agency work. Will produce continuing national radio and TV news projects and series for major Washington, DC trade association. Salary in the mid \$20's, plus excellent benefits. EOE. Call 202-887-1258 from 9:00 to 4:00 EST.

SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

Help Wanted Management

RADIO MANAGER SPANISH STATION

Premium opportunity for experienced professional. Spanish broadcasting company is expanding in top 10 market. All inquiries kept strictly confidential. Write Box G-25.

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UNITED STATES HOUSE OF REPRESENTATIVES

has 3 immediate openings:

TELEVISION DIRECTOR PRODUCTION CAMERAPERSON BROADCAST ENGINEER

to work in its TV installation. The successful candidates will be involved with live gavel-to-gavel TV coverage of House floor proceedings, as well as studio operations of recorded House Congressional public affairs programs. A minimum of 5 years' current professional broadcast TV experience is required for all 3 positions. These are excellent career opportunities in a challenging & rewarding environment. No phone calls accepted.

Submit detailed resume to:

**U.S. HOUSE OF REPRESENTATIVES
HOUSE RECORDING STUDIO
B-310, RAYBURN H.O.B.
WASHINGTON, DC 20515
ATTN: BILL MOODY**

TELEVISION PRODUCTION ENGINEER

A major Florida Company has an immediate opening for a Television Production Engineer. Initial responsibility will be installing and integrating all production equipment in a new facility and maintaining all systems at optimum efficiency.

Applicants must have expertise in digital and C format based production technology. Familiarity with ACE, VPR2B, 4100E, CBG-2 and related broadcast and production equipment is desired.

A BSEE is preferred plus a minimum of five (5) years experience with an emphasis on operations and maintenance. An FCC 1st Class License is required.

Applicant should currently live in Florida or be willing to pay relocation expenses to fill this contract position.

Qualified candidates who wish to be considered for this position should mail their resume and salary requirements to:

BOX G-24.

Help Wanted News

ANCHOR/ REPORTER

To complement current male co-anchor for #1 rated, 60 minute newscasts, Monday-Friday, & to produce & report news series. Send resume & tape to Bob Selwyn, News Director, WSMV-TV, PO Box 4, Nashville, TN 37202.

WSMV 
Nashville

Help Wanted Sales

REGIONAL SALES MANAGERS

**TELEVISION EQUIPMENT
NO RELOCATION REQUIRED
6 FIGURE POTENTIAL INCOME**

Television engineering background preferred.

CALL CARY FITCH
800/531-5143

**TELEVISION SYSTEMS & SERVICES
(The Good Guys!)**

Austin, Texas

ACCOUNT EXECUTIVE TV STATION

Opportunity for aggressive self-starters with 2 yrs. or more independent TV sales experience. Experience must include a working knowledge in TvB materials & co-op. Excellent career opportunity with new TV station in beautiful northern California. Send resume to:
BOX G-19

Help Wanted Technical

TELEVISION SYSTEM ENGINEER

St. Petersburg Junior College, St. Petersburg, Florida, Instrumental Television Services department is seeking a Television System engineer. We require an Associate degree or equivalent; 3-5 years broadcast maintenance experience; 1st class or general class FCC license; knowledge of FCC operating rules & engineering standards; knowledge of broadcast engineering and electronics; operational knowledge of (able to install & repair) digital and analog, audio and video circuitry, microwave (TFS) systems and microprocessor based systems.

We are located in the heart of Florida's Suncoast and offer excellent benefits. Applications and/or resumes must be received no later than 11/21/83. Letters of application may be sent to: Mr. Nevis Herrington, Associate V.P. for Human Resources.

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Help Wanted News Continued

REPORTER

Unique opportunity with tropical island cable TV system. Winner of national awards for cable news. Send tapes and resumes to R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

Help Wanted Management

SENIOR PRODUCER/DIRECTOR

Special projects: \$16,908 to \$24,180 plus liberal benefits. A Pacific Northwest public TV station seeks a professional to produce and/or direct all the station's cultural affairs and other special projects as approved or assigned. Minimum qualifications: Bachelor's degree in broadcasting or closely related field or an equivalent combination of education and experience for which comparable knowledge and abilities can be required; and three years' experience in TV production with viable credits as a producer/director and applicable experience with hands-on 3/4" video off-line editing; and proven ability in all phases of preproduction, production and postproduction of cultural affairs and other programming areas. Deadline for application: postmarked by midnight November 30, 1983. Send resume to Ken Terao, KCTS/9 (83-P-14E), University of Washington (AC-25), Seattle, WA 98195. Please do not send tapes or cassettes at this time. We are an equal opportunity affirmative action employer.

NEWS DIRECTOR

for full ENG 12 person operation in tropical Guam. Most widely known award-winning news team in western Pacific. Daily satellite feed and newscasts, 6 & 10 P.M. Journalism degree preferred, on air experience required, Salary open. Outstanding benefits. Send resume and air tape to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana GU 96910. Tel. 617-477-9334.

TELEVISION RESEARCH DIRECTOR

\$16,908 to \$24,180 plus liberal benefits. A Pacific Northwest public TV station seeks a professional to conduct and analyze studies related to broadcasting, production, promotion and fundraising activities. Minimum qualifications: Bachelor's degree in communications or related field and one year of professional research experience; and demonstrated ability to plan and execute survey research studies. Deadline for application: postmarked by midnight, November 30, 1983. Send resume to Ken Terao, KCTS/9 (83-P-13E), University of Washington, (AC-25), Seattle, WA 98195. We are an equal opportunity/affirmative action employer.

CABLECASTING MANAGER

to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up in to 21,000 subscriber cable TV operation. Five years management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, GM, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910. Tel. 671-477-9334.

Consultants

FM TRANSLATORS

Channel Searches-FCC Applications
TEPCO (JONES) TRANSLATORS
CHUCK CRISLER
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501-996-2254

Miscellaneous

WANT TO OWN A STATION?

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

ALLIED FIELDS Help Wanted Sales

Continued growth due to broadcaster acceptance of BMX and ABX consoles, TOM-CAT tape machines and custom studio systems, requires immediate consideration of candidates for the following position:

REGIONAL SALES MANAGER-AUDIO

Position requires pleasant, skilled communicator and professional sales experienced candidate. Technical and user expertise in broadcast audio equipment and facilities essential. This is a long-term position and requires excellent telephone skills and up to 20% travel. Customers to be served are in broadcasting.

Technical sales support, sales administration and secretarial services will be provided. Position will be responsible for customer inquiry and solicitation.

Only candidates whose background will hold up to critical review need apply.

This position will report to Vice President of Marketing and be based in San Diego. Resumes should contain educational and vocational experience, as well as financial history and requirements.



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From small stations for top sports talk show. Up to \$30K net compensation. Immediate response needed. To air starting Dec., '83. Cowboy Prods., 625 Camino Verde, Thousand Oaks, CA 91360. 805-498-2928.

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insert systems. All formats and all commercial cart handling needs. Cetec/Schaffer automation. Special fall prices. Mark O'Brien, Holt Technical Services, 215-865-3775

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Trade Names and Schematics

Sale on the Premises

AMPRO/SCULLY

Broadcasting/Recording Manufacturer
2693 Philmont Ave./Huntingdon Valley, PA
(Just North of Philadelphia)

THURS., NOV. 17, 1983 at 10:00 A.M.

Inventory: Capacitors, resistors, solenoids, inductors, diodes, relays, fuses, heat sinks, switches, bridges, terminals, plug and erase heads, head assemblies, motors, chassis plates, wire and cable assemblies, nuts, screws, and many, many more parts used in the manufacturing of professional tape equipment.

Also, 50 NOAA weather radio consoles and assorted work in progress.

Computer Equipment: H/P Model 7925 disc drive, 6 H/P terminals, 3 Sanders 101 printers, Lear Sieger ABM3 terminal, Schwab-Wright line data bank safe.

Manufacturing Equipment: System 8 wave solderer, heat melt oven, metal cutting band saws, DiAcro Model 18, 18 station turret punch, Lagun F2 mill, Logan 98-17-1 turret lathe, Clausing 13" and Southbend fourteen lathes, Burgmeister 6 position turret/tap/boring drill, asst. drill presses, 10 HP air compressor, calipers, etc.

Large quantities of all types of electronic test equipment.

Office and Factory Furniture: 332 sections of steel shelving & pallet racking, 372 work tables, 143 parts cabinets, 113 steel stools, 44 soldering stations, Olivetti TES 501 word processor, 4-IBM self-correcting typewriters, Savin & Minolta copiers, Diazo blueprint copiers, 91 file cabinets, 40 desks, 125 asst. chairs, calculators, drafting tables, etc.

Terms of Sale: Cash or certified check in full at time and place of sale. Non-certified checks accepted only when accompanied by a valid bank letter of guarantee. Immediate removal required.

Inspection: Wednesday, November 16, from 10:00 AM to 2:00 PM or by appointment with auctioneers.

For illustrated brochure contact:

Michael Fox Auctioneers, Inc.

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Once again, a very busy time. NATIONAL currently has job orders from radio stations in New York City, California, Virgin Islands, Anchorage, Texas, Florida, Pennsylvania, Wyoming, Oklahoma, Iowa, Kansas, Missouri, plus many others, with new ones every day. These openings are for announcers, programmers, news and sales. We need qualified radio personnel to help fill these jobs. NATIONAL places coast to coast. If you are seriously seeking radio employment, don't delay. For complete details, including registration form, enclose \$1.00 postage and handling to:

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TALENT COORDINATORS
DEPT. B, PO BOX 20551
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10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newsmen & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89108.**

Public Notice

PUBLIC NOTICE

The Interconnection Committee of Public Broadcasting Service will meet on November 15, 1983, at 10:00 a.m. in the PBS offices, 475 L'Enfant Plaza, Washington, DC. The Committee will consider the FY 1985 interconnection budget, satellite orbital spacing, and non public television use of satellite transmissions.

For Sale Stations



**Wilkins
and Associates**
Media Brokers

LA	AM/FM	\$350,000	15%
AL	AM	\$360,000	20%
NC	AM	\$650,000	20%
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
WV	AM/FM	\$850,000	20%
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
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P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

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Midwest fulltime AM. \$150,000 down. Please contact:

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MIDWESTERN REPRESENTATIVE
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618-263-3380**

For Sale Stations Continued



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nationwide mergers & acquisitions

STATION				CONTACT		
SE	Metro	UHF-TV	\$15,500K	\$5,000K	Bill Cate	(904) 893-6471
E	Metro	UHF-TV	3,000K	Terms	Bob Thorburn	(404) 458-9226
SE	Major	FM	3,000K	\$600K	Bill Chapman	(404) 458-9226
R. Mtn.	Medium	AM/FM	1,550K	375K	David LaFrance	(303) 534-3040
SW	Medium	AM/FM	1,300K	500K	Bill Whitley	(214)680-2807
SE	Metro	FM	1,100K	Terms	Bill Chapman	(404) 458-9226
FL	Metro	AM	950K	30%	Randy Jeffery	(813) 294-1843
SW	Small	AM/FM	900K	175K	Ernie Pearce	(615) 373-8315
R. Mtn.	Medium	FM	625K	125K	Greg Merrill	(801) 753-8090
MW	Small	FM	450K	130K	Bill Lochman	(816) 254-6899
M. Atl.	Metro	AM	350K	30%	Mitt Younts	(804) 355-8702

To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226

\$100,000 to \$2 MILLION

To finance that radio, TV, or cable facility you wish to purchase.

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Borrower must have minimum cash of 25% of purchase price

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PROFITABLE 5KW AM

Perfect owner/operator situation. Asking price is less than 1.5x gross revenues. Minimal FM competition. Write Box E-180.

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1 kw daytime directional. Real estate included. Parsippany, NJ. Write to PO Box 92, Town Center Branch, West Orange, NJ 07052.

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2508 Fair Mount St.
Colorado Springs, CO 80909

- **AL:** fulltimer. No downpayment to qualified buyer. (5)
 - **AZ:** AM/FM. \$400,000, terms. (2)
 - **AR:** daytimer near Little Rock. \$240,000. (1)
 - **CA:** FM. Resort area. \$950,000. (2)
 - **FL:** fulltimer. Large Bay city. \$580,000. (2)
 - **GA:** daytimer near Atlanta. \$390,000. (3) LPTV CP, SE, \$10,000. (3).
 - **GU:** powerful FM. \$890,000. Good billing.
 - **HI:** large city. \$750,000.
 - **ID:** fulltimer. South central city. \$750,000.
 - **IL:** AM/FM, within 100 miles of St. Louis. Nice town. \$2.3 million, terms. (2)
 - **KY:** daytimer. SC. \$220,000.
 - **MI:** AM/FM. Central city. \$350,000. (2)
 - **MN:** daytimer covers large city. \$180,000. (1)
 - **MS:** FM. 100,000 W, covers Jackson & Vicksburg. \$2.1 million. (2)
 - **MO:** daytimer, North central. \$380,000.
 - **NY:** daytimer. Western. \$380,000.
 - **NE:** AM/FM. \$1.3 million.
 - **NV:** powerful daytimer near Las Vegas. \$800,000.
 - **NC:** fulltimer, covers Charlotte. \$550,000. (4)
 - **OH:** FM. North central. \$240,000. (1)
 - **OK:** daytimer. Covers large city. \$420,000.
 - **PA:** fulltimer near Pittsburgh. \$850,000. (1)
 - **PR:** powerful FM. \$590,000.
 - **SC:** daytimer near resort. \$290,000. (1)
 - **TN:** AM/FM. Large SE city. \$1 million. (16)
 - **TX:** FM. SE \$360,000. (3)
 - **VA:** fulltimer. SC. \$225,000. (2)
 - **VI:** FM. \$1 million.
 - **WI:** powerful fulltimer near Green Bay. \$360,000.
 - **WY:** daytimer. SE city. \$250,000.
- () indicates number of other listings in that state.

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Bob Marshall, President

Dominant coverage fulltime AM in growing Southern capitol market. Sister station to local TV with great potential. Loaded with assets—just needs management for quick turnaround. \$500,000.

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- **Dominant AM-FM combo:** fulltime, low dial position, AM & class C FM. Profitable. 2.2 X gross, \$250,000 down, with good terms on balance.
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Full power FM in major market. Certain circumstances require cash sale at attractive cash flow multiple. 1983 cash flow in excess of \$1,250,000. Only qualified principals please. Write Box E-178.

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NEW ENGLAND MEDIA, INC.**

WHO SAYS

you can't buy an AM/FM (class 4, class A) for \$250 K with just \$74 K down & 10% financing on the balance? We've got one ideally set up for an owner/operator with good owned physical plant & very good late model equipment. This station needs someone w/sales background - is that YOU?

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802-524-5963. OR GEORGE WILDEY:
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BY OWNER**

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Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
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**FOR SALE
BY OWNERS**

New York City AM radio station. Facilities and real estate. Write Box E-153.

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MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
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TURN-AROUND AM/FM

Class C FM. Stable Midwest market. Asking \$2,250,000. Financing available to qualified buyer. Write Box E-179.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Alvin Kopod, general sales manager, KBOY-TV Clarksburg, W.Va., joins WDTV(TV) West, W.Va., as general manager.

Selected VP's, Belo Broadcasting, Dallas: **Lee Irson**, general manager, KOA(AM)-KOAQ(FM) Denver, and **Lee Salzberger**, director of personnel, Belo.

Rivid Woodcock, VP and station manager, KOP-TV Los Angeles, joins KTVX(TV) Salt Lake City as VP and general manager, succeeding **Harold "Hack" Woolley**, resigned.

Erret Clancy, operations manager, WIZD(FM) Fort Pierce, Fla., and co-owned WRCC(FM) Cape Coral, Fla., named VP and general manager of both stations.

John Gaston, general manager, KFOG(FM) San Francisco, joins KMJM(FM) St. Louis in same capacity.

Mike Brooks, from MMT, Dallas, joins EVV(TV) Evansville, Ind., as general manager. **Bud Borchert**, general manager, WBBJ-TV Jackson, Tenn., joins WEVV as operations and programming director.

Tom Mergen, VP and general manager, KGIL-4-FM San Fernando, Calif., resigns.

Landon Smith, production-promotion manager, WEAR-TV Pensacola, Fla., named operations manager.

Steve Charles, music director, WFBL(AM) Syracuse, N.Y., named operations manager.

Bob Baker, operations director, KLFJ(AM) Glendale, Ariz., assumes additional responsibilities as operations director of co-owned AZK(FM) Sun City, Ariz.

Bruce Armstrong, president of own advertising agency, Cable Concepts, joins Total TV, Mesquiteville, Wis.-based cable television system serving 65,000 subscribers, as VP, operations.

John Egan, manager of facilities and business administration, corporate data center, NBC, New York, joins ABC there as director, real estate and construction.

Patricia Burrows, assistant treasurer and controller, Amature Group, WFTL Broadcasting Co., and AGI, Detroit, elected VP, finance, of companies.

Max Runciman, auditor, Meredith Corp., Des Moines, Iowa, joins WOFL(TV) Orlando, Fla., as business manager.

Warren J. Van Der Waag, assistant corporate controller, Carter-Wallace, New York, joins WLN Broadcasting there as controller.

Wayne Marsh, information coordinator, Michigan 4-H Youth Program, Lansing, Mich., joins noncommercial WKAR-AM-FM East Lansing, Mich., as development director.

Liz Chapman, director of public affairs, KO General's WAXY(FM) Fort Lauderdale,

Fla., named corporate director of equal employment opportunity.

Julie Bartholomew Wenk, public relations director, New Mexico Symphony Orchestra, Albuquerque, N.M., joins noncommercial KNME-TV there as underwriting services coordinator.

Danny Adams, general manager, West Virginia Opera Theater, Charleston, W.Va., joins West Virginia Public Radio there as membership director.

Marketing

Spencer Plavoukos, executive VP, account service, and member of board of directors, SSC&B, New York, named vice chairman and chief operating officer.



Plavoukos



Humphrey

Stephen Humphrey, executive VP, director of account services, Rosenfeld, Sirowitz & Lawson, New York, named president, New York office, and chief operating officer of company.

Donald Lenehan, from Ogilvy & Mather, New York, joins SSC&B there as VP, management supervisor. **Robert Barnes**, from Young & Rubicam, New York, joins SSC&B as VP, account supervisor.

Don Blauweiss, VP, creative supervisor, Benton & Bowles, New York, and **David Herzbrun**, from Weston Group, Westport, Conn., consulting firm, join Doyle Dane Bernbach, New York, as senior VP, creative managers.

Patrick Hehir, VP and assistant treasurer, McCaffrey & McCall, New York, elected senior VP, treasurer.

Lucy Loux, account supervisor, SSC&B New York, elected VP.

Elected senior VP's, BBDO, New York: **John Belfiore**, associate media director; **John Greenberger** and **Art Mellor**, associate creative directors, and **Len McCarron**, associate group head.

Mary Geuras, new business manager, Doyle Dane Bernbach, New York, named VP.

Appointments, Sawdon & Bess Advertising, New York: **Michael Wedrogowski**, from Ammarati & Puris, New York, and **Joseph Pena**, from Dancer Fitzgerald Sample, New York, to group planning heads; **William Lang**, from N W Ayer, New York, to senior media plan-

ner; **Bonnie Metzger**, from Benton & Bowles, New York, to media buyer, and **Bonnie Teitelbaum**, from John Blair & Co., New York, to assistant buyer.

Edward Hannibal, co-creative director, Hannibal-Figliola, New York, joins Grey, Lyon & King Advertising there as VP, associate creative director. **Peter Cascone**, producer, Needham, Harper & Steers, New York, joins GL&K as head of production.

Robert De Stefan, from BBDO, New York, joins Berger, Stone & Partners there as director of production, traffic and operations.

Sheldon Cohn, producer, W.B. Doner & Co., Baltimore, named VP.

Steve Theilen, copywriter-producer, Warren-Anderson Advertising, Davenport, Iowa, named associate creative director, copy. **Mike Kruse**, art director, named associate creative director, art.

J. Thomas Pride, head of own agency, JTP & Associates, Detroit, joins Chrysler Corp. there as advertising programs manager.

William O'Neill, media planner, J. Walter Thompson, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as media supervisor.

Jill Green, director of creative services,



Sherlee Barish. Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Warner Amex Satellite Entertainment Co., New York, joins Klein &, Los Angeles, as director of creative services.

Gary Titterington, associate media director, D'Arcy-MacManus & Masius, St. Louis, joins Frankenberry, Laughlin & Constable, Milwaukee, as media director.

Hank Tronco, general sales manager, WWSH(FM) Philadelphia, joins Cable AdNet, Bala Cynwyd, Pa., as regional sales administrator. Cable AdNet provides services for advertising on satellite networks.

Robert Gondell, from Ketchum Communications, San Francisco, joins Foote, Cone & Belding there as producer.

Gail Harrison, manager, San Francisco office, and **Jack Kettel**, manager, Boston office, Christal Co., named VP's.

Kenneth Schlenker, manager, Atlanta office, Katz Independent Television, named divisional VP. **Carol Rosen**, VP, administrative services, Katz Communications, New York, named VP, corporate administration and facilities planning.

Appointments, Selcom Radio: **Tom White**, VP, Eastern operations manager, New York, to VP, special projects, Selcom Inc., which will be parent company of Selcom Radio and Torbet Radio, pending completion of purchase of Torbet; **Barbara Crooks** and **Donn Winther**, VP's, and Western and Midwestern operations managers, respectively, named senior VP's. Crooks and Winther, along with New York-based senior VP, **Bill Smither**, will form Selcom's management committee, responsible for day-to-day operations of company. **Bob Tiernan**, VP, general manager, St. Louis office, to same position, Dallas office; **Scott Donahue**, sales manager, Chicago, to general manager there, and **Larry Goodman**, sales manager, New York, to general manager there.

David Izzi, freelance artist, joins Fitzgerald, Toole & Alden, Providence, R.I., as art director.

Mark Keedy, from *Washington (Iowa) Evening Journal*, joins Herbert S. Benjamin Associates, Lafayette, La., as account executive.

Thomas Allen, account executive, Mutual Broadcasting System, New York, joins ABC Radio Networks there in same capacity.

Judith Beskin, from Lawler Ballard, Norfolk, Va., joins Cascino & Purcell, Atlanta-based advertising agency, as associate media director.

Richard Clark, account executive, Smith & Myers Advertising, Santa Ana, Calif., named VP.

Grace DePaola, account executive, Sawdon & Bess, New York, named account supervisor.

Ellen Gordon, VP, account supervisor, Ted Bates Advertising, New York, joins W.B. Doner, Baltimore, as account supervisor.

Toni Saucedo, assistant art director, Smith & Myers Advertising, Santa Ana, Calif., named art director.

Scott Pokard, from Katz Communications, Los Angeles, joins Avery-Knodel Television there as account executive.

Andrea Simon, research manager, client ser-

vices, McGavren Guild, New York, joins Weiss & Powell there as account executive.

Chet Wilke, general sales manager, KEYH(AM) Houston, joins KYST(AM) Texas City, Tex., in same capacity.

Rebecca Smythe, account executive, KING-FM Seattle, named sales manager.

B.J. Hickman, account executive, WTSN(AM) Dover, N.H., named sales manager.

Kay Forbes-Smith, sales manager, Evansville Cable, Evansville, Ind., joins WEVV(TV) there as sales manager.

Jay Sterin, retail sales manager, WROR(FM) Boston, named sales manager. **Linda Gregory**, account executive, WROR, named local sales manager.

Tom McMillan, general sales manager, KSDO-AM-FM San Diego, joins KNX(AM) Los Angeles as national sales manager.

Bruce Cowser, account executive, KNTV(TV) San Jose, Calif., named local sales manager.

Dana Beaudin, account executive, KDKB(FM) Mesa, Ariz., named local sales manager.

Larry Gawthrop, account executive, WMJI(FM) Cleveland, named regional sales manager.

Anne Ragsdale, from WOFL(TV) Orlando, Fla., joins WMOD(TV) Melbourne, Fla., as local and national sales manager.

Linda Forem, account executive, WPKX-AM-FM Washington, joins KLAK(AM)-KPPL(FM) Denver as local sales manager.

David Wells, art director, KLS-TV Seattle, Wash., joins KIRO-TV there in same capacity.

Appointments, WOFL(TV) Orlando, Fla.: **David Stamm**, from WESH-TV Orlando, to art director, and **Beth Spencer**, account executive, from WDBO(AM) Orlando, and **Susan Darden**, from WHLY(FM) Leesburg, Fla., to account executives.

Kelth Trantow, president, Elliott & Trantow Advertising, Los Angeles, joins KVI(AM) Seattle as account executive.

Robin Parks, account executive, WKTZ-FM Jacksonville, Fla., joins WTSP-TV Tampa-St. Petersburg, Fla., in same capacity.

David Woodruff, producer, WXYZ(AM) Detroit, named account executive.

Gary Brodeur, from WRIT(AM) Vernon, Conn., joins WLDM(AM) Westfield, Mass., as account executive.

Rick Riley, from WRBQ(FM) Tampa, Fla., joins WAXY(FM) Fort Lauderdale, Fla., as account executive.

Lee Anne Brooks, from WXTZ(FM) Indianapolis, joins WNDE(AM)-WFBQ(FM) there as account executive.

Programming

Carole Coates-West, director of current drama series, NBC Entertainment, Burbank, Calif., joins Columbia Pictures Television there as VP, drama and current programs.

Appointments, HBO: **Jane Deknatel**, VP, made-for-pay motion pictures; **Bridget Potter**, VP, original programming, and **Henry Schleiff**,

VP, business affairs and administration, senior VP's; elected VP's: **Betty Bitterma** director of music and variety developer **Rick Belber**, director of business affairs, West Coast; **Tim Braine**, executive producer sports; **Pat Fill**, director of production and programming administration; **George Krieger** director of sports; **Brad Wechsler**, director of business affairs; **Horace Collins**, senior counsel, film programming; **Shelley Fischel**, chi counsel, labor and special litigation; **Ang Gerkin**, assistant controller, programming; **San Goodrich**, director, human resource **Gene Kelly**, assistant controller, financial control, West Coast, and **Linda Sweeney**, director, finance, sales and marketing; **Michael Kashner**, director, credit and collections, assistant controller, and **Joyce Brotman**, from CBS-TV, Los Angeles, to director, origin programming, West Coast.

Gil Faccio, director, Eastern region, Warn Amex Satellite Entertainment Co., New York, named VP, regional operations.

Michael Presbrey, senior VP, advertising sales, Entertainment and Sports Program Network, Bristol, Conn., resigns.

Charles Salmore, director of creative affairs Lorimar Productions, Los Angeles, joins Cannon Television there as director of development, television division.

Independent television writers, **Howard Friedlander** and **Ken Peragine**, have entered into association with Viacom Production Los Angeles, to create, write and produce series and television films.

Marta Wacyk, member of production staff Narwood Productions, New York, named of erations manager. **Paul Goldstein**, from KOGO(AM) San Diego, joins Narwood, New York, as member of station relations department.



Collins

Carol Collins, air host, C-SPAN Washington, named director of programming.

Paul Zullo, produce *King Biscuit Flower Hour*, DIR Broadcasting, New York, named VP, operations.

Charles Colarusso, independent producer has renewed exclusive program development contract with Group W Productions.

Anne Boatman, freelance television producer, Nashville Network, Nashville, named administrative assistant and producer.

Tim Sylvia, commercial production assistant Greater Fall River (Mass.) Cable TV, named commercial production supervisor.

Tim Hodges, program director, WBBY(FM) Westerville, Ohio, joins KJAZ(FM) Alameda, Calif., in same capacity.

Jack Armstrong, operations manager WCII(AM)-WKJJ-FM Louisville, Ky., joins WLVA(AM) Lynchburg, Va., as program director.

James Torres, music director, KFRD-AM-F Rosenberg-Richmond, Tex., joins KYST(AM) Texas City, Tex., as program director.

Dana Middleton, from News Travel Network, Sacramento, Calif., joins KOMO-TV Seattle as co-anchor, "Weeknight," prime time access series.

Richard Wagar, production manager, Corinthian Broadcasting's WISH-TV Indianapolis, joins Corinthian's WANE-TV Fort Wayne, Ind., as program manager.

N. James Goodman, producer-director, WPLG(TV) Miami, joins Dynamic Cablevision of Florida there as regional program manager.

Michael McCartney, program production supervisor, U.S. Cablevision Corp., Colony Communications cable franchise serving Beacon/Poughkeepsie, N.Y., named program manager.

Joe Weber, program director, WKBS-TV Philadelphia, joins WOFL(TV) Orlando, Fla., in same capacity.

Bill Davis, executive program producer, WRAL-TV Raleigh, N.C., named program manager.

Jan Healy, from noncommercial WNIN(TV) Evansville, Ind., joins WEVV(TV) there as production manager.

Robert Lucero, from KOB-TV Albuquerque, N.M., joins KSAF-TV Santa Fe, N.M., as production manager.

Shirley Casados, acting program manager, noncommercial KNME-TV Albuquerque, N.M., named program manager. **Rick Johnson**, production-operations manager, KNME-TV, named manager of program production.

Mike St. John, from own advertising agency, Philadelphia, joins WMGK(FM) there as producer-host of *Original Saturday Night Oldies Show*. **Jeff Shade**, from WSNE(FM) Taunton, Mass., joins WMGK(FM) as morning drive time host.

Dana Middleton, from News Travel Network, Sacramento, Calif.-based syndicated travel series, joins KOMO-TV Seattle as co-anchor, *Weeknight*.

Melanie Gerig, direct marketing coordinator, WXXA-TV Albany, N.Y., named feature film specialist, responsible for scheduling broadcast of motion pictures.

David Henry, art director, WSBK-TV Boston, joins WJLA-TV Washington as graphics manager.

Jim Stagnitto, assistant to VP, engineering, WRFM(FM) New York, joins WHN(AM) there as production coordinator.

Tom Herron, from Westinghouse Broadcasting's KDKA-TV Pittsburgh, joins Westinghouse's KYW-TV Philadelphia as associate program producer, *Evening Magazine*.

Bill Ericson, sports director, KOAM-TV Pittsburg, Kan., joins WDEF-TV Chattanooga as assistant sports director-reporter.

Neil Rubenstein, producer-director, MTV: Music Television, Chicago, joins WAAT(TV) Waterbury, Conn., as production manager.

Kathy Banfield, program manager, noncommercial KAET(TV) Phoenix, joins KSEE(TV) Fresno, Calif., as production manager.

Quayle (D-Ind.), Washington, joins WANE-TV Fort Wayne, Ind., as news director.

Johnathan Rodgers, executive producer, *Nightwatch*, CBS News, New York, named to same position, weekend editions, *CBS Evening News* and *CBS Sunday Night News*. **David Corvo**, producer, *CBS Evening News* and *CBS Sunday Night News*, named senior producer.



Haag

Marty Haag, executive news director, WFAA-TV Dallas, elected VP of parent, Belo Broadcasting.

Appointments, WFBL(AM) Syracuse, N.Y.: **Judy Manzer**, anchor-reporter, to news director; **Jim Campagna**, reporter, to assignment editor and afternoon drive

anchor, and **Jim Condelles**, recent graduate of Syracuse University, and air personality for WHEN(AM) there, to reporter.

Don Drees, morning drive anchor, KBRQ-AM-FM Denver, named senior news editor.

Michael Beardsley, news director, WTSP-TV Tampa-St. Petersburg, Fla., joins WCAU-TV Philadelphia as executive producer, *Live at 11* news.

Robert Siegel, acting director, news and information, National Public Radio, Washington, named director of news and information.

Don Hill, director, 11 p.m. news, WMTW-TV Poland Spring, Me., named director, 6 p.m. news. **Ethel Sullivan**, production assistant, WABI-TV Bangor, Me., joins WMTW-TV, succeeding Hill.

Susan Stearns, producer, 11 p.m. news, KOMO-TV Seattle, named associate producer of *Live at 4* and *Weeknight* news segments.

Jackie Markin, senior producer, KCST-TV San Diego, joins KOMO-TV, succeeding Stearns.

Mark Toney, assignment editor and producer, KGAN-TV Cedar Rapids, Iowa, joins WOTV(TV) Grand Rapids, Mich., as assignment editor.

David Boyd, news director, WNCT-TV Greenville, N.C., joins WWAY(TV) Wilmington, N.C., as assignment editor.

Douglas Allred, reporter, WKZQ-AM-FM Myrtle Beach, Calif., joins WWAY(TV) Wilmington, N.C., as Horry county (S.C.) bureau chief.

Laurel Ornish, from defunct Satellite News Channel, Stamford, Conn., joins KRLD(AM) Dallas as business editor.

Keith Radford, from CFTO-TV Toronto, joins KUTV(TV) Salt Lake City as morning anchor.

Rachel Platt, from WMOD(TV) Melbourne, Fla., joins WOWK-TV Huntington, W.Va., as weekend anchor.

Carol Wilkinson, anchor-reporter, WKFT(TV) Fayetteville, N.C., joins WGHP-TV High Point, N.C., as weekend anchor-reporter.

Alexandria Chaklos, editor-producer, WTAE(AM) Pittsburgh, named anchor.

Frank Hammon, announcer-host, *Closer Look*, WGLD-FM High Point, N.C., joins WJTM-TV Winston-Salem, N.C., as anchor.

Doreen Gentzler, from WSOC-TV Charlotte, N.C., joins WKYC-TV Cleveland as co-anchor.

Stephani Shelton, correspondent, CBS News, New York, joins WOR-TV there as reporter.

Rick Jackson, anchor-reporter, WREG-TV Memphis, joins WKYC-TV Cleveland as reporter.

Cynthia Allison, reporter and weekend anchor, KNBC(TV) Los Angeles, joins KABC-TV there as general assignment reporter.

Karen Layton, from WRTV(TV) Indianapolis, joins KCNC(TV) Denver as education specialist.

Antoinette Russell, host, *Dialogue* and *Eye On The Northwest*, KIRO-TV Seattle, named public service-public affairs director.

Karen O'Leary, reporter, KHQ-TV Spokane, Wash., joins KIRO-TV Seattle in same capacity.

Mark Stendal, reporter, KHON-TV Honolulu, joins KOMO-TV Seattle as reporter, *Northwest Autumn*.

Larry Badders, from KTVI(TV) St. Louis, joins WPTA(TV) Fort Wayne, Ind., as weekend weather anchor.

Craig Weber, meteorologist, Weather Channel, Atlanta, joins WXEX-TV Richmond, Va., in same capacity.

Pat Finn, from WPXI(TV) Pittsburgh, joins KPNX-TV Phoenix as weather anchor.

Technology

Frank Davis, director of engineering, Belo Broadcasting, Dallas, elected VP.

Richard Covell, from Phasecom Corp., Los Angeles, joins C-Cor Electronics, Denver, as Western divisional sales manager.

Jim Fuchs, Midwest regional sales manager, Augat Inc., Attleboro, Mass.-based manufacturer of CATV and fiberoptic interconnection products, named national sales manager.

Almon Clegg, assistant general manager, product engineering division, Matsushita technology center, Panasonic, Secaucus, N.J., named general manager, audio division and communications systems division.

Lawrence Mincer, sales manager, video products division, Chyron Corp., Melville, N.Y., named director of sales and marketing, for division.

Bill Hartanovich, satellite transmission facility engineer, United Video, Tulsa, Okla., named microwave systems engineering manager. **Bill Johnson**, satellite transmission facility engineer, named manager.

Leonard Spilka, director of royalty distribution, Society of Composers, Authors and Publishers, New York, joins Thorn EMI Home Video there as financial controller, North American operations.

J. Lawrence Bradner, product manager, Scientific-Atlanta, Atlanta, named general manager, distribution, data and subscriber products division.

W.W. Warren, retired product manager, AM/FM transmitters and antennas, RCA, joins

News and Public Affairs

Larry Smith, press secretary, Senator Dan

Dielectric Communications, Raymond, Me., as marketing representative, radio products.

Richard Friedland, director, financial reporting, General Instrument Corp., New York, named director, financial planning and analysis.

Troy Brown, chief engineer, KWTW(TV) Oklahoma City, joins Television Systems and Services, Austin, Tex., as regional sales manager, responsible for Texas, Oklahoma and Louisiana.

Dave Ahneman, maintenance technician, KTVZ(TV) Bend, Ore., joins KIRO-TV Seattle in same capacity.

Promotion and PR

Andrew Holtzman, manager, television promotion and advertising, television and video distribution division, Paramount Pictures Corp., joins Lexington Broadcast Services, New York, as director of advertising, promotion and publicity.

David Hart, from WTVF(TV) Nashville, joins Nashville Network there as promotion manager.

Geraldine Sharpe-Newton, director of information services, CBS News, New York, joins Independent Television News Ltd., London, as head of public relations and member of ITN's editorial management, succeeding **Frank Duesbury**, retired.

Michael Britan, promotion producer, WTVJ(TV) Miami, joins Turner Broadcasting System, Atlanta, as senior news promotion producer.

Hillary Kessler, freelance on-air promotion producer, joins USA Network, Glen Rock, N.J., in similar capacity. **Monica Wolfson**, advertising sales promotion assistant, USA Network, named on-air promotion assistant.

Nance Guilmartin, editorial director, WBZ-TV Boston, named head of newly created public communications department. **Lois Mark**, member of public relations department, named director of public relations.

Henry Price, consultant, Communications Sciences Group, Marion, Ohio-based research subsidiary of Frank Magid & Associates, joins WJLA-TV Washington as manager of advertising and promotion.

Bob Ramsey, news director, WBBJ-TV Jackson, Tenn., joins WEVV(TV) Evansville, Ind., as promotion manager.

C. Michael Harwell, director of creative services, KGMC(TV) Oklahoma City, joins WOFL(TV) Orlando, Fla., as director of advertising and promotion.

Lois Koteen, promotion manager, WFSB-TV Hartford, Conn., named creative services director.

Patricia Berny, promotion writer-producer, KTSP-TV Phoenix, named audience promotion supervisor.

Karen Anderson, assistant to program director, KDWB-AM-FM Minneapolis-St. Paul, named promotion-public service director.

Roger Tuttle, assistant promotion manager, KTVT(TV) Fort Worth, named promotion manager.

Allied Fields

Ricky Silberman, director of communications and press secretary to Senator Bob Packwood (R-Ore.), joins FCC, Washington, as special assistant to Commissioner Mimi Weyforth Dawson.

Bobby Morrison, manager, product planning and development, Gill Management Services, San Jose, Calif., named to same position, new products division. **Steve Parker**, manager, product planning and development, named manager, host systems division.

Barry Sherman, consultant to National Public Radio, Washington, joins Norman Fischer & Associates, media brokers and management consultants, as resident partner, newly opened Washington office.

John Stonis, research director, KGW(AM) Portland, Ore., joins Hiber, Hart & Patrick, Laurel, Md., as director of client services for communications consulting and research firm.

Donald T. Schlosser, director of business development, King Broadcasting, Seattle, joins Arthur D. Little, Cambridge, Mass., based consulting firm, as consultant in public mobile telecommunications and cable television.

David Ogilvy, founder and creative head of Ogilvy & Mather, New York, will receive Lifetime Achievement award from International Film & TV Festival Nov. 9 in New York.

Eric Albert Ash, professor of electronics, University College, London, has been awarded 10th annual Marconi International Fellowship in Communications, Science and Technology, administered by Polytechnic Institute of New York. Award is accompanied by \$35,000 grant.

Charles Collingwood, special correspondent, CBS News, has been awarded Armstrong Radio Pioneer award, from Armstrong Memorial Research Foundation, Columbia University, New York. Award is given annually for excellence and originality in radio programming.

Clifford M. Kirtland, director and former chairman of board, Cox Communications, has been given first Avatar award from Broadcast Financial Management Association for "outstanding contribution to financial management aspects of communications industry." Kirtland is among founders and former director of BFM.

Elected officers, Pennsylvania Association of Broadcasters, Harrisburg: **David Dodds**, WGAL-TV Lancaster, president; **Robert Zimmerman**, WRSC(AM) State College, vice president, radio; **Fred Young**, WTAE-TV Pittsburgh, vice president, TV; **Robert Eolin Jr.**, WLYH-TV Lancaster, secretary, and **Harry Haas Jr.**, WFLN(AM) Philadelphia, treasurer.

Elected officers, Orlando (Fla.) Radio Broadcasters Association: **Rick Welnkau**, WCOT(AM)-WBJW(FM), president; **Karen Kjos**, WKIS(AM), vice president; **John Gross**, WLOQ(FM) Winter Park, Fla., treasurer, and **Terry Van**, WDBO(AM), secretary.

Elected to board of directors, Association of Independent Television Stations, Washing-

ton: **Ted Baze**, KGMC(TV) Oklahoma City; **Charles Edwards**, KSTW(TV) Seattle; **Leavitt Pope**, WPIX(TV) New York, and **Bob Wormington**, KSHB-TV Kansas City.

Paul Norton, deputy director, Wisconsin State Educational Broadcasting Board, Madison, Wis., named executive director, succeeding **Anton Moe**, retired.

Appointments, New York State Broadcasters Association, Albany, N.Y.: **Jack Thayer**, WNEW(AM) New York, president; **Arthur Angstreich**, NBC, New York, vice president **James Champin**, Beck-Ross Communications, Rockville Centre, secretary, and **Walter Maxwell**, WGHQ(AM)-WBPM(FM) Kingston, treasurer.

Deaths



Foley

Paul Foley, 69, chairman and chief executive officer, Interpublic Group of Companies, New York (parent of McCann-Erickson Worldwide, Marschalk Campbell-Ewald Worldwide and of SSC&B: Lintas Worldwide, advertising agencies), until his retirement in 1979, died Oct. 30 at Lennox Hill hospital, New York. Foley, former newspaper reporter and foreign correspondent, entered advertising in 1946 as copywriter with John & Adams, Detroit. In 1955, he left to join McCann-Erickson, Detroit, as manager of that office, and climbed quickly through ranks, moving to New York office, and being elected chairman in 1964, chief executive officer in 1968 and member of board of parent, Interpublic, in 1969. In 1971, he was named president and CEO of Interpublic, and chairman in 1973. In March, 1983, Foley was inducted into Advertising Hall of Fame. He is survived by his wife, Lydia, and three children from previous marriage.

Roland V. Tooke, 74, retired corporate VP West Coast, Westinghouse Broadcasting, and veteran broadcaster, died Oct. 28 at Huntington Memorial hospital, Pasadena, Calif. where he was being treated for complication of blood disorder (BROADCASTING, Oct. 31). He began his broadcast career as technician a WPTZ-TV Philadelphia, rising to general manager by 1954. He joined Westinghouse's KYW AM-FM-TV Cleveland as VP. Three years later he was appointed executive VP, Westinghouse, New York, moving to Los Angeles as executive VP, West Coast, in 1967. He is survived by his wife, Elizabeth, two daughters and son.

Johnny Merrell, 58, air personality, KAKZ(AM) Wichita, Kan., died of heart attack Oct. 23 at Wesley Medical Center, Wichita. Merrell was a veteran of over 30 years in broadcasting, including positions at KFH(AM) and KWBB(AM) (now KQAM), both Wichita. He is survived by his wife, Gaylene, son, two daughters and two stepdaughters.

Stuart Jerome, 65, script writer for television shows including *The Fugitive*, *Alfred Hitchcock Presents* and *The Cisco Kid*, died of heart attack Oct. 23 in Los Angeles.

Embassy's Lieberthal: making things happen

"I always felt there was honor in being a salesman," declares Embassy Telecommunications President Gary Lieberthal. "It helps that the business is partially owned by one of the best salesmen who ever lived. Norman Lear realizes that nothing else happens here unless somebody sells something first."

Although he comes from a family dominated by four generations of physicians, Lieberthal chose a different path. He has always been challenged, he says, by the opportunity to go out and make the deal that has never been done before."

For the past seven years he has been responsible for making deals for the sale of programming produced by three independent production companies partially owned by Lear: Tandem Productions, T.A.T. Communications and Embassy Television. In supervising the domestic and international syndication of that product, Lieberthal has had the chance to oversee creative deal-making as well. Later this month, for example, Embassy will launch its "fourth network," an assemblage of stations clearing three hours of prime time for occasional broadcast of film not previously released to broadcast television, under the *Embassy Night at the Movies* banner. Lieberthal is also involved in foreign production and distribution, domestic syndication of off-network series and specials and acquiring outside programming for syndication.

Lieberthal's television career began shortly after his graduation from Cornell University, in 1967, with a degree in economics. He joined Arbitron headquarters outside Washington, where he quickly became television production manager. His responsibilities included design and production of television market surveys and reports and later, in Arbitron's marketing office in New York, systems applications and sales support for advertisers.

After two years with Arbitron, Lieberthal joined Timebuying Service Inc., New York, as director of marketing for various media control and housekeeping systems for advertisers and their agencies.

In 1973, Lieberthal rejoined Arbitron as director of the firm's Los Angeles-based regional agency and advertiser sales office.

But, "Arbitron just didn't feel right," Lieberthal recalls now. "One day I got a call from Jerry Perenchio [co-owner with Lear of Embassy Communications, parent company of Embassy Telecommunications]. He had heard of me, and we talked for an hour and a half at our first meeting. Jerry asked me what I knew about syndication, and I said 'Nothing.' He said that was good because all the experts told him *Mary Hartman, Mary Hartman* couldn't be done. I went to work for him two weeks later."

Perenchio, brought in to run the produc-



Gary Lieberthal—president, Embassy Telecommunications, and vice president, Embassy Communications, Los Angeles; b. Oct. 29, 1945, Asheville, N.C.; BS, economics, Cornell University, New York, 1967; television product manager, Arbitron Corp., Beltsville, Md., 1968-1970; director of marketing, Timebuying Service Inc., New York, 1970-1973; director, agency and advertiser sales for radio and television, Arbitron Corp., Los Angeles, 1973-76; vice president, syndication, 1976-1980, and senior vice president, syndication, 1980-82, T.A.T. Communications Co., Los Angeles; present position since November 1982; single.

tion company formed by Norman Lear and Bud Yorkin (Tandem Productions), was convinced that Lear's idea of launching *Hartman*, a first-run late-night serial about off-beat Middle American characters, would fly. It did, with Lieberthal's help. "We didn't know enough to know you couldn't do it," he confesses. As Lieberthal sees it, that show changed the syndication industry forever, pushing syndication fees to new heights. In major markets, the program's producers were receiving \$33,000 per week for syndication fees, creating "big business" where "a nickel and dime" industry existed before, he says.

Soon after *Hartman's* success, Tandem and T.A.T. Communications (the new production company formed by Lear and Perenchio, without Yorkin) began syndicating off-network episodes of such comedies as *All in the Family*, *Sanford and Son*, *Good Times*, *Maude*, and, later, *The Jeffersons*, *One Day at a Time* and *Diff'rent Strokes*.

"The core of our business is and remains sitcoms on [broadcast] television," Lieberthal stresses. "By the end of next year we'll have seven half-hours a day on the air in 100 markets, five days a week," he points out. "That's more than CBS has in prime time [six half-hours]."

The success of the situation comedies developed by Lear for companies now under the Embassy Communications logo (the name change took place two years ago when Perenchio and Lear acquired Avco Embassy

Pictures, one of Hollywood's independent movie studios) has enabled Lieberthal and his colleagues to take risks, expanding into production of movies-for-television, mini-series, dramatic series, children's specials and pay TV series. Lieberthal's division recently made a deal with Mobil and PBS for production of a mini-series, *Death of an Expert Witness*, for the noncommercial network and a separate agreement with Anglia Television of England calling for joint production and distribution of programming.

Lieberthal credits Lear, Perenchio and Embassy Communications President Alan Horn with setting the company's entrepreneurial tone.

"They pick somebody to be in charge of something and they let him be in charge of it. Obviously, there is a management team ... but there is leeway to set the industry on its ear or hang yourself. And I like that."

Lieberthal also appreciates the flexibility at Embassy. He acknowledges that the *Embassy Night at the Movies* "network" (debuting Nov. 20) will be created only four times a year, around special events, but feels its approach is more realistic than those envisioned by others. "I don't think prime time is the place for that fourth network," Lieberthal explains. He views *Embassy Night at the Movies* primarily as a source of fringe-period inventory for advertisers that will not hurt the existing networks of the national advertisers who depend on them for a fixed number of national rating points.

"I think you'll see stations being affiliates to programs in the future, and less affiliated to a single program supplier," ventures Lieberthal. "I also see acceptance increasing here for programs produced or co-produced in Europe." Embassy is co-producing a film for pay TV with Anglia, starring Laurence Olivier, and is looking for foreign partners for several mini-series.

The shift is at least partly motivated, Lieberthal says, by the realization that network sitcoms are not enjoying the lifespan they once had. "I don't think there's a conspiracy afoot to cancel everything that might go into syndication," he says. "But I think network interest in keeping [such shows] on is waning." *Archie Bunker's Place*, for example, was canceled by CBS last year with barely enough episodes in the can to make syndication feasible. Other recent Embassy series, such as *Gloria*, haven't been so lucky. Lieberthal emphasizes that this does not mean Embassy is withdrawing from the network sitcom business.

A bachelor with a social life he describes as "very active," Lieberthal enjoys traveling, running, lifting weights and playing tennis. He confesses no ambitions as a program producer himself, content in his role as an honorable salesman, though not in maintaining the status quo. "I'm not the kind of person who likes doing the same thing a third time," Lieberthal confides. "Fortunately, we're always doing new things." ■

ABC will feed affiliates in Mountain and Central time zones by satellite, under five-year, \$30.3 million agreement network signed with AT&T on Friday, Nov. 4. ABC, first of three networks to employ satellites for distribution of programming to affiliates, will feed between 40 and 50 stations under new arrangement, according to ABC director of telecommunications, William Hynes. He said that given distances and costs involved, satellite service was determined to be most efficient way of reaching those stations. Remaining 160 stations in area will continue to be served by landlines, "as of now," Hynes said. He also said network is studying cost and quality comparisons of various means of transmission on East and West Coasts and in South before deciding on how programming will be fed to stations in those areas in future. Under agreement signed Friday, service will begin on Dec. 31, by means of two AT&T Telstar 3 satellites.

Hustler publisher Larry Flynt, who supplied controversial John DeLorean surveillance and arrest tapes to CBS and its KNXT(TV) Los Angeles (BROADCASTING, Oct. 31), was reported last week to be preparing to offer tapes of quite different sort to NBC's Tom Brokaw. Some reports said they were supposed to be tapes that California lawyer claimed last summer he had, but that he never produced, allegedly showing sex scenes involving high government officials and Vicki Morgan, purported mistress of late Diners Club founder, Alfred Bloomingdale. NBC spokesman confirmed NBC News had been offered chance to see, late last week, some tapes that were not precisely described but "sounded like the ones that that lawyer claimed to have." Spokesman added: "We're approaching this cautiously and skeptically, but if they produce some tapes we'll take a look and then decide what to do."

U.S. District Judge Pierre Leval, presiding over General William Westmoreland's \$120-million libel suit against CBS, ruled last week that he would read notes made by CBS News executive producer Burton Benjamin in course of his investigation of *The Uncounted Enemy: A Vietnam Deception*, and would then decide which, if any, are relevant to trial. Earlier, he had ruled CBS News must turn those notes over to General Westmoreland's attorney for use in trial ("In Brief," Oct. 17). His decision to read them himself came on CBS motion for reconsideration of earlier ruling. At same time, he granted Westmoreland's motion for 60-day extension of discovery process, which had been due to end Dec. 31 ("In Brief," Oct. 24). Presumably extension of discovery will mean some delay in start of trial of Westmoreland's charge that he was libeled by *The Uncounted Enemy*. Trial has been due to start March 1.

ABC-TV's Nightline, with week devoted to Lebanon/Grenada crises, led its 11:30-12:30 a.m. time period for week ended Oct. 28, scoring 6.9 rating/20 share compared to 6.4/19 for CBS movies and 6.1/18 for *Tonight* show on NBC. In daytime that week, CBS led with 6.8/25 to ABC's 6.6/23 and NBC's 4.5/17. In early morning race, CBS Morning News edged out NBC's Today by 1/10th of rating point (4.1/20 versus 4.0/20) for second place, behind ABC's Good Morning America (4.6/23). NBC said it was Today's best ratings since week of May 30, and would have been 2/10th's of point better except that one hour of three-hour special on Grenada invasion was sustaining in Midwest and therefore went unrated there. For fourth quarter to date in early morning: GMA, 4.4/23, Today and CBS Morning News, 3.7/20 each.

ABC official said last week that "close watch on costs" is in effect throughout ABC broadcast division "but with no cutbacks in either people or programs" except for *Close Up* documentary series. *Close Ups* are being cut from 12 this year to six in 1984, but spokesman said this is normal for election year, because of stepped up political coverage, and occurred in 1980 and 1976 as well. Denying reports of widespread actual or impending cuts in ABC News division, spokesman said "less than 10" members of *Close Up* unit's 65-person staff were being let go, and that 20/20, instead of being cut back, will probably be expanded through special editions and fewer preemptions for other programming. He conceded "possibility" one-hour late evening *Nightline* may be shortened, not for financial reasons but because "affiliates are concerned [about its

ratings] on nights when there is no heavy hard news." ABC vacancies occurring through attrition may not be filled without approval, spokesman said, "but that's been standard operating procedure for two or three years, and approval is given if replacements needed."

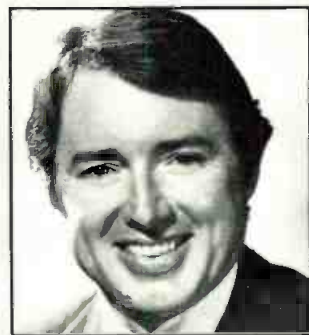
First Lady Nancy Reagan, one of principals in alcohol/drug ab program on Public Broadcasting Service last Wednesday night, take comfort in show's ratings, described by Nielsen spokesman as much better than PBS average. In six cities with overnight Nielsen measurements, *The Chemical People* averaged 4.0 rating at share. Biggest contributor to that average was Chicago, where program had 7.4/11. In New York, Los Angeles, San Francisco, Philadelphia and Detroit it ranged from 3.1/5 (Philadelphia) to 3 (Los Angeles). Overall, Nielsen spokesman said, ratings were "more than highly respectable for PBS stations." Show, part of two-part series, was on at 8-9 p.m. Part two is set for this Wednesday (Nov. 9).

U.S. and People's Republic of China, which have established in number of areas, now have agreed to co-produce television programs. Agreement was reached during visit of Alvin Snyder, director of U.S. Information Agency's television and film service Beijing last month. Most co-productions are still in talking stage but one project apparently set involves coverage of summer Olympics in Southern California. Snyder also discussed exchange program that would afford Chinese producers and directors experience and training in U.S.

Comsat's Satellite Television Corp. has tapped New York advertising firm of Bozell & Jacobs to help sell STC's five-channel direct broadcast satellite service, set for launch in late 1984. According to Ron Castell, STC's senior vice president of marketing, B&J will spend large hunk (and retain smaller portion for its efforts) of \$10 million STC has budgeted for marketing through end of 1984. Signed B&J after whittling down bidders for account from nearly 20. "They worked to learn this business," he said, "and made mad knock-out presentation." Among the top 20 ad agencies, according to "Standard Directory of Advertising Agencies," B&J report annual billings of around \$550 million.

Playboy Enterprises Inc. has signed long-term distribution agreement with Rainbow Programming Services for latter to market Playboy Channel pay-cable program service. Negotiations had initially centered on Rainbow acquiring equity interest, as much as 51% and at one point, letter of intent had been signed to that effect. However, Playboy decided not to give up full ownership and will pay Rainbow additional \$5 million in lieu of any interest in channel.

Dallas deal. John McKay, general manager of KDFW-TV Dallas, and Arthur Levitt, chairman of American Stock Exchange, have signed letter of intent to buy KTWS-TV, also Dallas, for \$12 million, from Liberty Broadcasting Inc., now owned by Tele-Communications Inc. McKay, who will be equal owner with Levitt of UHF station, said "it would be a leveraged buyout kind of deal" with ratio of equity to bank financing still to be worked out.



Previous to stewardship of KDFW-TV, McKay was with CBS for 18 years and from 1976-80 was general manager of KMOX-TV St. Louis. William Baker, executive vice president of Times Mirror Broadcasting, will assume additional responsibility of vice president and general manager at KDFW-TV, replacing McKay.

Grenada fallout. The White House handling of information on the Grenada invasion is not only drawing protests from the press, it is causing acute pain within the White House press office itself. Last week, a White House press officer specializing in foreign policy, Leslie A. Janka, resigned. He said his "personal credibility" had been compromised. The resignation, on Monday, followed a week of confrontations between the press and White House spokesmen over the quality and quantity of information regarding the fighting in Grenada the press office was providing reporters and the journalists' lack of access to the island to report on the fighting first hand. According to one published report, Janka was fired by deputy press secretary Larry Speakes for leaking the contents of a private letter in which Speakes was said to have complained that the lack of information given the press office had damaged its credibility with the press. Administration spokesmen were flatly denying an invasion was being planned even as U.S. troops were preparing to go ashore in Grenada. Janka and Speakes denied that Janka had been fired. Janka, in his letter of resignation to President Reagan, said that "personal credibility is a precious asset and perhaps the best tool I bring" to the press office job. He added: "Circumstances surrounding this week's events in the Caribbean have damaged, perhaps irreparably, that credibility." Janka, who was in the job three months, has been replaced by Robert B. Sims, a Navy captain who will keep his present assignment as spokesman for the National Security Council.

Hearst/ABC executives have been proposing carriage fee for company's ARTS cultural service of no less than 7¢ per subscriber to cable operators around country now receiving service at no charge. Fee, if imposed, would likely come some time in latter part first quarter 1984, when it's anticipated that ARTS program schedule will expand to perhaps 18 or 20 hours with addition of programming now held by Rockefeller Center Television Corp., part of now defunct Entertainment Channel. Negotiations are ongoing between Hearst/ABC and RCTV (jointly owned by Rockefeller Center Inc. and RCA Corp.) whereby ARTS would acquire TEC programming and RCTV would get one-third in ARTS, with remaining two-thirds shared equally by ABC and Hearst.

Second wave of changes has hit Breakaway, struggling satellite distributed strip produced at Metromedia's KTTV(TV) Los Angeles studios. **Peter Lenz,** executive producer of WXYZ-TV's *Good Afternoon, Detroit*, has replaced **Sandy Feldman,** effective Nov. 7, as producer. Announcement came on heels of previous *Breakaway* changes, where co-host **Monte Markham** was replaced by **Norman Mark.** In addition, Vince Manze, creative consultant for *NewsOne*, has been brought on to *Breakaway* in similar position. In effort to better publicize program, *Breakaway* spokesman said **Steve Wilson,** show's investigative reporter, and **Mark,** would be doing **live telephone interviews with radio talk show hosts** around the country to discuss segments aired on show.

IC News correspondent Edwin Newman will retire in January. Newman began broadcasting career in 1941 and rose to evening news *Today* anchor. Newman plans to reside in London and continue his writing career after retirement.

President Reagan signed bill last week containing \$130-million appropriation for Corporation for Public Broadcasting for FY '86. It is contained in FY '84 labor, health and human services and education appropriations bill.

Final decision, FCC Administrative Law Judge Joseph Chach has granted application of **Sunland Communications Co. for new station** on channel 62 in **Riverside, Calif.** He denied competing applications of six others. Jack M. Hodin owns 65% of Sunland; Andres Luis Soto owns remaining 35%. Hodin, resident of Scranton, Pa., has served as treasurer and board member of noncommercial WVIA-FM-TV Scranton, Pa. Soto, resident of Riverside, is

community relations specialist for Riverside county, office of community development. Neither has other media interests.

Rejecting petition to deny, FCC Mass Media Bureau has granted 1980 renewals of KCOPT(TV), KNXT(TV), KTTV(TV), KHU-TV, KNBC(TV) and KABC-TV, all Los Angeles. Sue Gottfried, representing area's hearing impaired, had contended, among other things, that stations hadn't adequately served needs of deaf and hearing impaired. Bureau, however, said none of matters Gottfried raised "raises a substantial and material question of fact warranting further inquiry."

President of Canadian Satellite Communications Inc., Andre Bureau, has been named chairman of **Canadian Radio-Television and Telecommunications Commission.** Federal Communications Minister Francis Fox, who recommended the appointment, said he had been looking for someone to fill post "who could be effective from day one." Bureau, 49, has headed CanCom, which delivers Canadian radio and Canadian and U.S. television signals to underserved areas of Canada by satellite, only since Aug 31. But Bureau, who is lawyer, had earlier experience in communications, as top official of Montreal *La Presse*, from 1968 to 1972, and of Quebec broadcasting firm, *Telemedia Inc.*, from 1972 to 1980. He was president of firm during his last four years with it. He has also been director of Teleglobe Canada, signatory to International Telecommunications Satellite Organization, *TV Guide* and its French-language counterpart, *TV Hebdo*, and Canadian Association of Broadcasters. Fox announced Bureau's appointment at CAB's annual meeting, in Toronto. Because of Bureau's background, his appointment to seven-year term was well received by Canadian broadcasting officials. "We are delighted that with his good business background he is a person who understands the issues and the broadcast environment," said spokesman for Canadian Cable Television Association, in Ottawa. Bureau, who assumes new post on Nov. 16, succeeds John Meisel, who resigned to return to teaching post at Queen's University, in Kingston, Ont. Meisel had been criticized by broadcasters for what they perceived as his lack of credentials for CRTC post.

Wayne Cornils, senior vice president for radio, National Association of Broadcasters, **joins Radio Advertising Bureau,** New York, as executive vice president, effective Dec. 1. Cornils joined NAB in 1976 as director of membership and is former president-general manager and part owner of KFXD-AM-FM Nampa, Idaho.



Cornils



Mayor

Corporation for Public Broadcasting named Mara Mayor new director of its **\$150-million Annenberg/CPB project** last Thursday (Nov. 3). Mayor replaces Robben Fleming, interim director, and will oversee administration of grant money provided by Annenberg School of Communications to "link post-secondary education with telecommunications technology." Mayor had been executive assistant to Fleming since last November. She was formerly administrator for National Endowment for Humanities and holds BA from Brandeis University (Waltham, Mass.) and MA and PhD from Yale. Mayor assumed her new assignment immediately.

FCC has extended deadline for comments on its **TV deregulation** proceeding until Nov. 21; reply comments are due Jan. 5. Office of Communications of United Church of Christ and Citizens Communication Center had requested extension.

Editorials

Whose end of the boat is sinking?

Two of the pressing issues occupying the Fifth Estate's attention in Washington last week had an ominous common denominator: a low regard in high places for those who practice the radio-TV craft.

The first and most obvious instance involved the Reagan administration's decision to bar reporters from the Grenadian invasion. That action had multiple promptings, of course, but conspicuous among them was the administration's—and the military's—basic hostility toward television journalists.

The second involved the rapidly deteriorating network position on financial interest and domestic syndication, which, as the battle widened, had less and less to do with the specifics of those complicated issues and more and more to do with perceptions of whether ABC, CBS and NBC were good guys or bad guys.

It is a matter of more than passing concern that, when push comes to shove on such public policy issues, broadcasters end up the odd persons out. Just as, in a very real sense, the public is the even larger loser when an administration sets out to fight what CBS News's Ed Joyce last week called "an off-the-record war."

Regrettably, the public appears not to know it. At least in the case of the censorship issue, Mr. and Mrs. America appear at the moment to be aligned with the behind-closed-doors crowd. And although that same public may draw a blank on financial interest, the fact that so many in the Congress—not to mention the President of the United States—have exhibited such readiness to take the side of Hollywood against Sixth Avenue should send a message to the industry at large. The same emotions that could be mustered against the networks on this narrow issue can be summoned up against all broadcasters at another time.

There may be nothing to be done about it; it may all come with the territory. Indeed, it may be that the better radio and television do their jobs the more detractors they will earn.

On the other hand, perhaps something *can* be done.

Surveying the Washington landscape, one is struck by the absence of any individual or organization singularly dedicated to addressing the difficulty. The National Association of Broadcasters has a piece of the action. The Radio-Television News Directors Association deals with some of the First Amendment angles. The Television Information Office has an outreach responsibility to the public. And, of course, lobbyists for networks and major group organizations make incremental contributions to the cause.

Add them all together and, the record demonstrates, it's just not enough. While it's tempting to conjure up some new person or entity to make it all go right, it would also, we fear, be futile. What's needed is a realization by all broadcasters everywhere that these fights are their fights, and that the news from Washington won't stop being negative until they get into the arena. "Broadcasters have been too damned polite" to press their case on the Hill, one friendly observer remarked last week. Such reticence has no place in today's high-stakes game of telecommunications politics. Both the industry and its audience deserve a more assertive stewardship.

1983

A casual viewer not used to scanning the late-night broadcast skies might have been startled last Tuesday (Nov. 1) to come across a Soviet scientist, live from Moscow, participating with experts from the United States in a discussion of the effects of nuclear warfare. He or she might have been even more surprised

to learn that *Nightline*—the innovative ABC-TV late night series on which Soviet physicist Sergi Kapitsa appeared last week—has had guests from Moscow on almost two dozen occasions since its inception, and that its executive producer feels by now that "it's easier to come out of Moscow than it is to come out of France."

Technology gets the primary credit for such a wonder, but not the exclusive credit. Without the inventiveness of the *Nightline* team, and the worldmindedness of ABC News management, the old status quo in terms of East-West dialogue might still obtain, and Americans would still have only stereotypical images to draw upon when conjuring up their opposite numbers in the superpowers game.

People have dreamed for years about what would happen in some glorious tomorrow when the wonders of telecommunications would bring down the barriers between peoples and put politics into the hands of the people. Don't look now, but tomorrow may have happened yesterday.

It's just too bad the USSR doesn't have its own *Nightline* on which our citizens could appear.

Second time around

While the fight is certain to continue in the Christine Craft case, the judge's decision last week to throw out the jury's award as "excessive," and to order a new trial on the fraud charges to prevent what he called a possible "miscarriage of justice," restores some perspective to a picture blown out of proportion by the publicity blitz that enveloped and, according to the judge, encumbered the judicial process—or, more importantly, that followed her initial victory in the eyes of the jury. Whatever the outcome of the new trial, Judge Stevens, who presided over the original trial, has ruled KMBC-TV not guilty of sex discrimination, and has, upon consideration of the evidence, deflated or at least raised serious doubts about the counts against Metromedia.

Craft herself has become something of a folk heroine and role model to young women entering broadcast journalism. It is too early, and perhaps even inappropriate, to deny her that status because of Judge Stevens's ruling. And it would certainly be ill-advised for news managements across the country to think that the principles underlying the Craft case—regardless of the outcome of her days in court—don't still apply.



Drawn for BROADCASTING by Jack Schmidt
"Here's an early news bulletin—the WJAS helicopter is lost somewhere over the mountains and will be late returning to the station."



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